

**Form ADV Part 2A
Investment Adviser Brochure**



Item 1

A.

Name of Registered Investment Advisor	Equity Management Group, LLC
Address	11648 Barranca Road, Santa Rosa Valley, CA 93012-8273
Phone	Voice: 805-491-3245 Fax: 805-491-3975
Operating Hours	Mon-Thu 7:00 A.M.-4:00 P.M.; Fri 7:00 A.M.-2:00 P.M. Pacific Time Zone
This ADV Part 2 Brochure filed March 31, 2022, for Fiscal Year 2021	

B. This Form ADV Part 2A (Investment Advisor Brochure) gives information about Equity Management Group, LLC, and its qualifications and business practices for the use of clients and prospective clients. If you have any questions about the contents of this brochure, please contact us using one of the methods listed above. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission (“SEC”) or by any state securities authority.

C. Registration is mandatory for all persons meeting the definition of Registered Investment Advisor and does not imply a certain level of skill or training.

Additional information about our firm is available on the SEC’s website at: www.adviserinfo.sec.gov.
Contact information is at www.equitymg.com

Item 2. Material Changes

Material changes to the ADV Brochure will be provided as a separate document to clients who have received previous versions of brochure.

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Item 4. Advisory Business

A. Advisory Firm

Equity Management Group, LLC, doing business as Equity Management Group (EMG) has been providing investment advisory services since 1987. Vernon L. Dransfeldt is the founder and CEO and began his career in the financial services industry in 1977. Jennifer Dransfeldt McGee is the President and began her career with Equity Management Group, LLC, in 1992. Both are the principal owners of the firm.

B. Advisory Services

Equity Management Group, LLC provides fee-only (no commission) investment management and financial planning services for its clients. EMG accepts full fiduciary responsibility for actions taken on behalf of its clients.

C. Client Needs

Equity Management Group, LLC provides financial planning guidance and portfolio supervision consistent with the individual client's financial and risk/reward objectives.

Our services are based on the individual needs of the client (see **Types of Clients** below). Prior to the initial interview, we ask clients to complete a questionnaire regarding information that is central to their current and future financial well-being. Clients are able to manually update their financial circumstances through the Personal Wealth Management Portal provided by Equity Management Group, LLC. Based on the questionnaire and other information gathered from the client, we will develop recommendations that may help them better utilize their financial resources, plan for intermediate and long term goals, and improve their investment strategies.

For example, if the client is a corporation, we will work with the Board to be certain that they have a clearly defined and dynamic Investment Policy Statement that outlines the organization's near-term and long-term financial goals, and their investment strategies to help attain those goals.

For individual clients, we discuss their current estate plan, provisions for emergency funds and appropriate insurance, their retirement plans, their home and mortgage information, and any significant anticipated financial changes. We then develop an investment plan designed to attain their financial goals.

We ask our clients to review the information they have provided us at least annually, and any time there has been a significant change in their financial circumstances. If there have been significant changes, it is the client's responsibility to notify Equity Management Group, LLC of those changes. We encourage our clients to call us any time during normal business hours to discuss any matter relating to their account, financial situation and plans, or investment needs.

Clients will receive from the custodian of their account timely confirmations and at least quarterly statements containing a description of all transactions and all account activity. The client will retain all rights of ownership of securities and funds in the account to the same extent as if the client held the securities and funds without using Equity Management Group, LLC's services. In addition to statements from the custodian, Equity Management Group, LLC sends quarterly reports to the client.

D. As of Dec 31, 2021, Equity Management Group LLC manages \$56,728,757 on a discretionary basis, and \$29,452 on a non-discretionary advisory basis, for a total of \$56,758,210.

Item 5. Fees and Compensation

Equity Management Group, LLC is only compensated by fees based on investment assets managed, as follows:

- A. All accounts, 0.0025 (0.25%) of average weekly account balance of the previous calendar quarter (1% per year). The annual fee is reduced 0.10% for each \$1,000,000 increment over the first \$2,000,000, with a minimum incremental rate of 0.5%. Minimum account is \$100,000 unless prior arrangements are made. Accounts may be structured using any combination of individual stocks, mutual funds, or other securities, depending on account size. Fees are negotiable, and some clients will be charged lower fees than outlined above. Both lower and higher fees may be found for similar services from other advisors. Fees are payable *after* each calendar quarter, and are prorated for partial quarters. Either party may immediately terminate management contract by written notice. Fees will be prorated to the next business day, unless client terminates within five business days of entering contract, in which case no fees are charged.
- B. Clients may pay fees directly or may authorize the custodian holding client funds and securities to deduct Equity Management Group, LLC's advisory fees direct from the client account in accordance with statements prepared and submitted simultaneously to the client and custodian by Equity Management Group, LLC. The custodian will provide periodic account statements to the client. Such statements will reflect any fee withdrawals by Equity Management Group, LLC. It is the client's responsibility to verify the accuracy of the fee calculation. The custodian will not determine whether the fee is properly calculated. Equity Management Group, LLC's quarterly statements provide the steps involved in calculating individual client's fees.

Any controversy or claim, including but not limited to errors and omissions arising out of or relating to our Agreement or the breach thereof, shall be settled by arbitration in California in accordance with the Code of Commercial Arbitration of the American Arbitration Association, and judgment upon award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof. Clients understand that this agreement to arbitrate does not constitute a waiver of the right to seek a judicial forum where such a waiver would be void under federal securities law.

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

Equity Management Group, LLC, does not charge performance-based fees, which are based on capital gains and other profits in the client account.

Item 7. Types of Clients

Equity Management Group, LLC, provides advisory services to individuals, non-profit corporations, pension and profit sharing plans and other ERISA accounts, trusts, estates, and business entities.

Generally, the minimum account size is \$100,000, as discussed above under *Fees and Compensation*. Exceptions to the minimum account size may be made based upon whether other accounts are managed for the same individual or family, whether or not additions will be made to the account, and so forth.

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

A. Methods of Analysis

Equity Management Group, LLC purchases independent research from several sources. We also utilize independent research that provides comparative analyses of research products available from various research companies. Additionally, our own analysis includes fundamental and proprietary technical studies.

B. Investment Strategies

Equity Management Group, LLC builds investment portfolios in line with customers' investment goals and risk tolerance. There are four primary objectives clients can choose from: Aggressive Growth, Growth, Growth and Income, and Conservative Growth and Income. Clients may use a combination of the four to further refine their risk tolerance and investment goals. Client portfolios can vary individually based on the client's short and long term goals, and investment risk tolerance.

C. Risk of Loss

In our investment account supervision, Equity Management Group, LLC utilizes various securities such as stocks, mutual funds, Exchange Traded Funds (ETF), U.S. Government and corporate bonds, option contracts on securities, and Master Limited Partnerships. While there is risk in all investments, some carry a greater degree of risk or higher costs. There is no guarantee that the investment strategy selected for the client will result in the client's goals being met, nor is there any guarantee of profit or protection from loss. Here is a brief discussion of the risks and opportunities of different investment securities:

- Stocks are issued as evidence of part *ownership* of a company. A stockowner shares in the profits or losses of a company. As measured by the Standard and Poor's index of the 500 U.S. largest companies, stocks have provided an annual return of approximately 9.8% over the past 90 years.
- Bonds are considered to have less risk (uncertainty) than stocks, and are evidence of money *loaned* to a company or government agency. Over the past 90 years, bonds have returned approximately 5.4% per year.
- A mutual fund is a company that receives money from a large group and invests that money in various types of stocks, bonds, and other securities. Different mutual funds will have different objectives and strategies, including aggressive, conservative, international, income, and so forth. The advantage of mutual funds for most investors is the ability to diversify a relatively small amount of money in a large pool of securities. An Exchange Traded Fund is similar to a mutual fund, but its shares trade continuously during stock market hours, rather than at the end of the day. Both mutual funds and Exchange Traded Funds carry the risks of their underlying securities.
- We may utilize options on securities in some accounts to modify risk or generate income.
- Master limited partnerships invest in real estate, natural resources or commodities. They are publicly traded (like most stocks and bonds), and have certain tax advantages. However, like all investments there is no guarantee of profit or protection from loss in these securities.

Item 9. Disciplinary Information

An investment advisor must disclose material facts about any legal or disciplinary event that is material to a client's evaluation of the advisory business or of the integrity of its management personnel. Equity Management Group, LLC has no disclosure items in this regard.

Item 10. Other Financial Industry Activities and Affiliations

Equity Management Group, LLC does not have any financial relationship or arrangement with any securities broker-dealer, municipal securities dealer, investment company, other investment adviser or financial planner, banking or thrift institution, accountant or accounting firm, insurance company or agency, pension consultant, real estate broker-dealer or similar financial industry organization that would be material to our advisory business or create a conflict of interest in our advisory business.

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

A. Code of Ethics

Equity Management Group, LLC maintains a Code of Ethics. Our Code of Ethics sets forth standards of conduct expected of our advisory personnel; requires compliance with federal and state securities laws; and, addresses conflicts that are to be avoided that might arise from personal trading by advisory personnel. Clients may request a copy of our Code of Ethics any time.

B. Agency Cross Transactions and Principal Trades

Equity Management Group, LLC does not participate in agency cross transactions and principal trades.

C. Personal Trading

At times Equity Management Group, LLC and/or its IA Representatives may take positions in the same securities as clients, and our procedures are designed to avoid conflicts with clients' interests. The firm and its IA Representatives will generally be "last in" and "last out" for the trading day when trading for our own or related accounts occurs in close proximity to client trades. We will not violate our fiduciary responsibilities to our clients. Scalping and front running (trading shortly ahead of clients) is prohibited. Should a conflict occur because of materiality (i.e. a thinly traded stock), disclosure will be made to the client(s) at the time of trading. 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 trading volume of the security, and as such would have negligible effect on the market price), would not be disclosed at the time of trading.

Item 12. Brokerage Practices

A. Selection or Recommendation of Broker/Dealers

Equity Management Group, LLC does not maintain custody of client assets. We recommend (and require of our clients) that custody be provided by independent custodians or discount broker-dealers. If clients do not have an account with a broker dealer or mutual fund group, or if operational considerations warrant, we may suggest that clients establish a discount brokerage account with Fidelity Brokerage Services.

Equity Management Group, LLC has an arrangement with Fidelity Brokerage Services LLC and National Financial Services (collectively, and together with all affiliates, "Fidelity") through which Fidelity provides Equity Management Group, LLC with "institutional platform services". The services include, among others, brokerage, custody, and other related services for us and our clients. Fidelity's institutional platform services that assist Equity Management Group, LLC in managing and administering clients' accounts include software and other technology that (i) provide access to client account data (such as trade confirmations and account statements); (ii) facilitate trade execution and allocate aggregated trade orders for multiple client accounts; (iii) provide research, pricing and other market data; (iv) facilitate payment of fees from its clients' accounts; and (v) assist with back-office functions, record keeping and client reporting.

Equity Management Group, LLC is independently operated and owned and is not affiliated with Fidelity or any other custodian/broker dealer. Investment Adviser Representatives of our firm are not registered representatives of any custodian/broker dealer and do not receive any commissions or fees for recommending their services.

Fidelity generally does not charge its adviser clients such as Equity Management Group, LLC 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 Fidelity or that settle into Fidelity accounts (i.e., transaction fees may be charged for certain no-load mutual funds and commissions are charged for individual equity and debt securities transactions). Fidelity provides access to many no-load funds without transaction charges and other no-load funds at nominal transaction charges.

Fidelity is providing Equity Management Group, LLC with certain brokerage and research products and services that qualify as “brokerage or research services” under Section 28(e) of the Securities Exchange Act of 1934 (“Exchange Act”). Equity Management Group, LLC has determined in good faith that the amount of Fidelity’s fees and commissions are reasonable in relation to the value of the custody, brokerage, research, and other related services Fidelity provides for Equity Management Group, LLC and its clients.

B. Directed Brokerage

Clients may direct brokerage to a specified broker/dealer other than the firm recommended by Equity Management Group, LLC. It is up to the client to negotiate the commission rate, as Equity Management Group, LLC will not. The client may not be able to negotiate the most competitive rate. As a result, the client may pay more than the rate available through the broker/dealer recommended by Equity Management Group, LLC. In client directed brokerage arrangements, the client may not be able to participate in aggregated (“block”) trades, which may help reduce the cost of execution. Where the client does not otherwise designate a broker/dealer, Equity Management Group, LLC recommends a broker/dealer with competitive commission rates.

C. Trade Aggregation

While individual client advice is provided, client trades may be executed as a block trade. The Advisor encourages its existing and new clients to use the Advisor's "lead custodian." Only accounts in the custody of the lead custodian would have the opportunity to participate in aggregated securities transactions. All trades using the lead custodian will be aggregated and done in the name of the Advisor. The executing broker will be informed that the trades are for the account of the Advisor's clients and not for the Advisor itself. 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. The aggregation should, on average, reduce slightly the costs of execution, and the Advisor will not aggregate a client's order if in a particular instance the Advisor believes that aggregation would cause the client's cost of execution to be increased. The Custodian will be notified of the amount of each trade for each account. The Advisor and/or its IA Reps may participate in block trades with clients, and may also participate on a pro rata basis for partial fills, but only if clients receive fair and equitable treatment.

Item 13. Review of Accounts

A. Periodic Review

All investment securities held in client accounts supervised by Equity Management Group, LLC are reviewed at least weekly. The account reviews are performed by principal executive officers of the firm. The Chief Compliance Officer monitors the portfolios and investment plans for investment objectives and other considerations. Additional reviews are also conducted in connection with client inquiries, changes in client’s financial circumstances, significant economic or market changes or other special circumstances connected with client’s financial planning needs.

B. Newsletter and Reports

Equity Management Group, LLC publishes a quarterly newsletter to accompany clients' quarterly statement which includes portfolio value, the advisor fee rate and the formula used for calculating fees, and fee due. The account custodian also provides at least quarterly statements including security changes, positions, and account value.

At year end, the custodian(s) provides additional tax related reports as required.

Item 14. Client Referrals & Other Compensation

Equity Management Group, LLC has no agreements with any person or company to pay or receive any form of compensation for referrals.

Item 15. Custody

We recommend (and require of our clients) that custody be provided by independent custodians or discount broker-dealers. Equity Management Group, LLC is not deemed to have custody of client funds solely because of the fee deduction authority granted by the client in the investment advisory agreement.

Clients will receive account statements at least quarterly from the broker-dealer or other qualified custodian. Client is urged to compare custodial account statements against statements prepared by Equity Management Group, LLC for accuracy. Minor variations may occur because of reporting dates, accrual methods of interest and dividends, and other factors. The custodial statements and their annual IRS reports comprise the official record of your account for tax purposes

Item 16. Investment Discretion

Equity Management Group, LLC maintains full discretion (unless client specifically requests their account to be non-discretionary by addendum to the Securities Management and Advisory Services Agreement) under a limited power of attorney as to the securities and amount of securities in most supervised accounts. In some cases, clients may specify that certain securities not be sold without their approval, for specific reasons such as tax liability.

Equity Management Group, LLC will not have authority to withdraw funds or to take custody of client funds or securities, other than under the terms of the fee payment authorization clause in the Agreement with the client and the custodian, and/or the Trading and Asset Movement Authorizations clause in the custodian's agreement.

The client will designate the broker/dealer to be used for trading and custodial services as described under ***Brokerage Practices***, above.

Item 17. Voting Client Securities

Equity Management Group, LLC does not vote proxies. It is the client's responsibility to vote proxies. Clients will receive proxy materials directly from the custodian. Questions about proxies may be made via the contact information on the cover page of the proxy material.

Item 18. Financial Information

An investment advisor must provide financial information if a threshold of fee prepayments is met, if there is a financial condition likely to impair the ability to meet contractual commitments or if there has been a bankruptcy within the past ten years. Equity Management Group, LLC has no disclosure items in this section.

Item 19. Requirements for State Registered Advisors:

A. Principal Executive Officers and Management Personnel

The Executive Officers of Equity Management Group, LLC are Vernon Dransfeldt, CEO and Chief Compliance Officer, and Jennifer Dransfeldt McGee, President and Senior Adviser.

B. Formal Education and Business Background of Vernon Dransfeldt and Jennifer Dransfeldt McGee:

NAME: Vernon L. Dransfeldt

DOB: May 21, 1945

Formal Education after High School:

California State University, Los Angeles, BA 1967

New York Institute of Finance, New York

College of Financial Planning, Denver

Business Background:

CEO (President), Equity Management Group, LLC; present position since 1987

Branch Manager, Private Ledger Financial Services; 1986-1992

Vice President, Associate Manager, Bateman Eichler, Hill Richards; 1981-1986

Associate Vice President, Associate Manager, Smith Barney; 1978-1981

Mr. Dransfeldt is registered with FINRA (Formerly NASD) and has successfully completed the following Professional Designations:

- General Securities Principal (Series 24)
- Registered Options Principal (Series 4)
- NYSE Branch Manager (Series 12)
- General Securities Representative (Series 7)
- Uniform Securities Agent State Law (Series 63)
- Uniform Investment Adviser State Law (Series 65)
- Board Certified in Estate Planning

Mr. Dransfeldt is also a Certified Financial Planner (CFP®) Note: Certified Financial Planner is issued by the Certified Financial Planner Board of Standards, Inc. Candidates must meet the following requirements:

- Complete CFP® education program or fulfillment by other specified credential
- Bachelor's degree (or higher) from an accredited college or university
- Pass CFP® certification exams
- Continuing education requirement of 30 hours every 2 years

NAME: Jennifer Lee Dransfeldt McGee

DOB: March 24, 1973

Formal Education after High School:

Loyola Marymount University, Los Angeles; BA Economics 1994

Pacific Securities Training Institute, Los Angeles

Business Background:

President, Senior Advisor, Equity Management Group, LLC; 1992-present

Mrs. McGee is registered with FINRA (Formerly NASD) and has successfully completed the following Professional Designations:

- General Securities Principal (Series 24)
- Uniform Investment Advisor State Law (Series 65)
- Non-Member General Securities Exam (Series 2)

Part 2B Form ADV: Brochure Supplement



This brochure supplement provides information about Investment Adviser Representatives Vernon Dransfeldt and Jennifer Dransfeldt McGee that supplements the brochure of Equity Management Group, LLC and is herewith incorporated as part of that brochure. Please feel free to contact Equity Management Group, LLC if you have any questions about the contents of this supplement or the brochure itself.

Additional information about Vernon Dransfeldt and Jennifer Dransfeldt McGee is available on the SEC's website at www.adviserinfo.sec.gov

Vernon Dransfeldt is the Chief Executive Officer and Compliance Officer of Equity Management Group, LLC. His contact information is located on Page 1 of the brochure this supplement is a part of.

-Formal Education and Business Background of Vernon Dransfeldt:

NAME: Vernon Leroy Dransfeldt

DOB: May 21, 1945

Formal Education after High School:

California State University, Los Angeles, BA 1967

New York Institute of Finance, New York

College of Financial Planning, Denver

Business Background:

CEO (President), Equity Management Group, LLC; present position since 1987

Branch Manager, Private Ledger Financial Services; 1986-1992

Vice President, Associate Manager, Bateman Eichler, Hill Richards; 1981-1986

Associate Vice President, Associate Manager, Smith Barney; 1978-1981

Mr. Dransfeldt is registered with FINRA (Formerly NASD) and has successfully completed the following Professional Designations:

- General Securities Principal (Series 24)
- Registered Options Principal (Series 4)
- NYSE Branch Manager (Series 12)
- General Securities Representative (Series 7)
- Uniform Securities Agent State Law (Series 63)
- Uniform Investment Adviser State Law (Series 65)
- Board Certified in Estate Planning

Mr. Dransfeldt is also a Certified Financial Planner (CFP®) Note: Certified Financial Planner is issued by the Certified Financial Planner Board of Standards, Inc. Candidates must meet the following requirements:

- Complete CFP® education program or fulfillment by other specified credential
- Bachelor's degree (or higher) from an accredited college or university
- Pass CFP® certification exams
- Continuing education requirement of 30 hours every 2 years

Disciplinary Information

An investment adviser and its supervised persons must disclose material facts about any legal or disciplinary event that is material to a client's evaluation of the advisory business or of the integrity of the Investment Advisory Representative. Vernon Dransfeldt has no disclosure items.

Additional Compensation

Equity Management Group, LLC is a fee-only investment adviser, and accepts no other form of compensation for itself or its employees.

Supervision

As CEO and Chief Compliance Officer of Equity Management Group, LLC, Mr. Dransfeldt formulates his own investment advice, generally conferring with Mrs. McGee, President and Senior Advisor. Either person may be contacted at the phone number of the office as shown on the cover page of this brochure.

Jennifer Dransfeldt McGee is the President and Senior Advisor of Equity Management Group, LLC. Her contact information is located on Page 1 of the brochure this supplement is a part of.

-Formal Education and Business Background of Jennifer Dransfeldt McGee:

NAME: Jennifer Lee Dransfeldt McGee

DOB: March 24, 1973

Formal Education after High School:

Loyola Marymount University, Los Angeles; BA Economics 1994

Pacific Securities Training Institute, Los Angeles

Business Background:

President, Senior Advisor, Equity Management Group, LLC; 1992-present

Mrs. McGee is registered with FINRA (Formerly NASD) and has successfully completed the following Professional Designations:

- General Securities Principal (Series 24)
- Uniform Investment Advisor State Law (Series 65)
- Non-Member General Securities Exam (Series 2)

Disciplinary Information

An investment adviser and its supervised persons must disclose material facts about any legal or disciplinary event that is material to a client's evaluation of the advisory business or of the integrity of the Investment Advisory Representative. Jennifer Dransfeldt McGee has no disclosure items.

Additional Compensation

Equity Management Group, LLC is a fee-only investment adviser, and accepts no other form of compensation for itself or its employees.

Supervision

As President and Senior Adviser of Equity Management Group, LLC, Mrs. McGee formulates her own investment advice, generally conferring with Vernon Dransfeldt, CEO and Chief Compliance Officer, who monitors portfolios for investment objectives and other supervisory reviews. Either person may be contacted at the phone number of the office as shown on the cover page of this brochure.



Form ADV Part 2A

**Investment Adviser Brochure Material Changes
Since Last Annual Update of Mar 31, 2021**

Material changes are defined as substantive changes to our policies, practices, and/or conflicts of interest, made since the last annual update of the Investment Adviser Brochure noted above.

Name of Registered Investment Advisor	Equity Management Group, LLC
Address	11648 Barranca Road, Santa Rosa Valley, CA 93012-8273
Phone	Voice: 805-491-3245 Fax: 805-491-3975
Operating Hours	Mon-Thu 7:00 A.M.-4:00 P.M.; Fri 7:00 A.M.-2:00 P.M. Pacific Time Zone
This Material Change notice filed March 31, 2022 for Fiscal Year 2021	

Material Changes: There are no material changes since our last update filed Mar 31, 2020.