
The Retirement Specialist of Central Ohio, LLC

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Form ADV Part 2A – Firm Brochure

740-345-0055

www.maxretirementincome.com

Dated March 17, 2021

This Brochure provides information about the qualifications and business practices of The Retirement Specialist of Central Ohio, LLC, “Adviser”. If you have any questions about the contents of this Brochure, please contact us at 740-345-0055. 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.

The Retirement Specialist of Central Ohio, LLC is registered as an Investment Adviser with the State of Ohio. Registration of an Investment Adviser does not imply any level of skill or training.

Additional information about Adviser is available on the SEC’s website at www.adviserinfo.sec.gov which can be found using the firm’s identification number 173810.

Item 2: Material Changes

Since the last filing of the Form ADV Part 2A, dated March 31, 2020, the following material changes have occurred.

- Item 4: T. Colby Cantrell is now a principal owner of the Adviser.
- Item 5: Advanced Financial Planning Subscription has been added.

Item 3: Table of Contents

Contents

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

Item 4: Advisory Business

Description of Advisory Firm

The Retirement Specialist of Central Ohio, LLC was founded in October of 2014 and registered as an investment adviser with the State of Ohio in January of 2015. T. Colby Cantrell and Georgette A. Cantrell are the principal owners of Adviser. Because Adviser does not provide ongoing supervisory services, it has no assets under management to report.

Types of Advisory Services

Financial Planning

We provide financial planning services. Financial planning is a comprehensive evaluation of a client's current and future financial state by using currently known variables to predict future cash flows, asset values and withdrawal plans. The key defining aspect of financial planning is that through the financial planning process, all questions, information and analysis will be considered as they impact and are impacted by the entire financial and life situation of the client. Clients purchasing this service will receive a written or an electronic report, providing the client with a detailed financial plan designed to achieve his or her stated financial goals and objectives.

In general, the financial plan will address any or all of the following areas of concern. The client and advisor will work together to select the specific areas to cover. These areas may include, but are not limited to, the following:

- **Business Planning:** We provide consulting services for clients who currently operate their own business, are considering starting a business, or are planning for an exit from their current business. Under this type of engagement, we work with you to assess your current situation, identify your objectives, and develop a plan aimed at achieving your goals.
- **Employee Benefits Optimization:** We will provide review and analysis as to whether you, as an employee, are taking the maximum advantage possible of your employee benefits. If you are a business owner, we will consider and/or recommend the various benefit programs that can be structured to meet both business and personal retirement goals.
- **Estate Planning:** This usually includes an analysis of your exposure to estate taxes and your current estate plan, which may include whether you have a will, powers of attorney, trusts and other related documents. Our advice also typically includes ways for you to minimize or avoid future estate taxes by implementing appropriate estate planning strategies such as the use of applicable trusts.

We always recommend that you consult with a qualified attorney when you initiate, update, or complete estate planning activities. We may provide you with contact information for attorneys who specialize in estate planning when you wish to hire an attorney for such purposes. From time-to-time, we will participate in meetings or phone calls between you and your attorney with your approval or request.

- **Financial Goals:** We will help clients identify financial goals and develop a plan to reach them. We will identify what you plan to accomplish, what resources you will need to make it happen, how much time you will need to reach the goal, and how much you should budget for your goal.
- **Insurance:** Review of existing policies to ensure proper coverage for life, health, disability, long-term care, liability, home and automobile.
- **Investment Analysis:** This may involve developing an asset allocation strategy to meet clients' financial goals and risk tolerance, providing information on investment vehicles and strategies, reviewing employee stock options, as well as assisting you in establishing your own investment account at a selected broker/dealer or custodian. The strategies and types of investments we may recommend are further discussed in Item 8 of this brochure.
- **Retirement Planning:** Our retirement planning services typically include projections of your likelihood of achieving your financial goals, typically focusing on financial independence as the primary objective. For situations where projections show less than the desired results, we may make recommendations, including those that may impact the original projections by adjusting certain variables (i.e., working longer, saving more, spending less, taking more risk with investments).

If you are near retirement or already retired, advice may be given on appropriate distribution strategies to minimize the likelihood of running out of money or having to adversely alter spending during your retirement years.

- **Risk Management:** A risk management review includes an analysis of your exposure to major risks that could have a significant adverse impact on your financial picture, such as premature death, disability, property and casualty losses, or the need for long-term care planning. Advice may be provided on ways to minimize such risks and about weighing the costs of purchasing insurance versus the benefits of doing so and, likewise, the potential cost of not purchasing insurance ("self-insuring").
- **Tax Planning Strategies:** Advice may include ways to minimize current and future income taxes as a part of your overall financial planning picture. For example, we may make recommendations on which type of account(s) or specific investments should be owned based in part on their "tax efficiency," with consideration that there is always a possibility of future changes to federal, state or local tax laws and rates that may impact your situation. We recommend that you consult with a qualified tax professional before initiating any tax planning strategy, and we may provide you with contact information for accountants or attorneys who specialize in this area if you wish to hire someone for such purposes. We will participate in meetings or phone calls between you and your tax professional with your approval.

eMoney Advisor Platform

Adviser may provide its clients with access to an online platform hosted by "eMoney Advisor" ("eMoney"). The eMoney platform allows a client to view their complete asset allocation, including those assets that Adviser does not manage (the "Excluded Assets"). Adviser does not provide investment management, monitoring, or implementation services for the Excluded Assets. Unless otherwise specifically agreed to, in writing, Adviser's

service relative to the Excluded Assets is limited to reporting only. Therefore, Adviser shall not be responsible for the investment performance of the Excluded Assets. Rather, the client and/or their advisor(s) that maintain management authority for the Excluded Assets, and not Adviser, shall be exclusively responsible for such investment performance. Without limiting the above, Adviser shall not be responsible for any implementation error (timing, trading, etc.) relative to the Excluded Assets. The client may choose to engage Adviser to manage some or all of the Excluded Assets pursuant to the terms and conditions of an Investment Advisory Agreement between Adviser and the client. The eMoney platform also provides access to other types of information and applications including financial planning concepts and functionality, which should not, in any manner whatsoever, be construed as services, advice, or recommendations provided by Adviser. Finally, Adviser shall not be held responsible for any adverse results a client may experience if the client engages in financial planning or other functions available on the eMoney platform

Wrap Fee Programs

We do not participate in wrap fee programs.

Item 5: Fees and Compensation

Please note, unless a client has received the firm's disclosure brochure at least 48 hours prior to signing the investment advisory contract, the investment advisory contract may be terminated by the client within five (5) business days of signing the contract without incurring any advisory fees. How we are paid depends on the type of advisory service we are performing. Please review the fee and compensation information below.

Financial Planning Fee

Financial Planning will generally be offered on a fixed fee basis. In special circumstances, it may be offered on an hourly basis at a rate up to \$200.00 per hour, depending on the nature of the specified services. Fixed fees will be determined on a case by case basis with the fee based on the complexity of the situation and the needs of the client. The fixed fee will be agreed upon before the start of any work. The fixed fee can range between \$500.00 and \$3,500.00. The fee is negotiable. If a fixed fee program is chosen, the fee is due upon execution of the financial planning agreement, however, Adviser will not bill an amount above \$500.00 more than 6 months in advance. If the client terminates the agreement before the delivery of the financial plan, then the client will receive a refund of any unearned, prepaid fees. This refund is determined by the amount of time worked multiplied by \$200.00 per hour. If the hourly option is chosen, the fee is due upon delivery of the completed financial plan.

Advanced Financial Planning Subscription

Advanced Financial Planning Subscription consists of an ongoing fee that is paid monthly, in advance, at the rate of \$93.00 per month with an automatic price increase of 1.5% per year. The fee may be negotiable in certain cases. This service may be terminated with 30 days' notice. Upon termination, the fee will be prorated, and any unearned fee will be refunded to the client.

Payment Information

All payments, both for one-time and ongoing planning services, are invoiced and processed through a third-party nonaffiliated service, AdvicePay. Clients will be asked to set up their bank account at AdvicePay to enable ACH payments. While AdvicePay allows firms like Adviser to receive payments directly from the client's bank account, it does not give Adviser access to the bank account itself, nor to any of the client's bank account information. Adviser is not able to initiate any additional payments via AdvicePay.

eMoney Advisor Platform

The fee for the eMoney Advisor Platform is \$93.00 per month.

Other Types of Fees and Expenses

When implementing an investment recommendation, the client may incur additional fees such as brokerage commissions, transaction fees, and other related costs and expenses. Clients may incur certain charges imposed by broker-dealers, and other third parties such as custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual fund and exchange traded funds also charge internal management fees, which are disclosed in a fund's prospectus. Such charges, fees and commissions are exclusive of and in addition to our fee, and we shall not receive any portion of these commissions, fees, and costs.

We do not accept compensation for the sale of securities or other investment products including asset-based sales charges or service fees from the sale of mutual funds.

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

We do not offer performance-based fees.

Item 7: Types of Clients

We provide financial planning to individuals, high net-worth individuals, and self-employed or small business owners.

We do not have a minimum relationship size requirement.

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

When clients have us complete an Investment Analysis (described in Item 4 of this brochure) as part of their financial plan, our primary methods of investment analysis is fundamental analysis.

Fundamental analysis involves analyzing individual companies and their industry groups, such as a company's financial statements, details regarding the company's product line, the experience, and expertise of the

company's management, and the outlook for the company's industry. The resulting data is used to measure the true value of the company's stock compared to the current market value. The risk of fundamental analysis is that information obtained may be incorrect and the analysis may not provide an accurate estimate of earnings, which may be the basis for a stock's value. If securities prices adjust rapidly to new information, utilizing fundamental analysis may not result in favorable performance.

Material Risks Involved

Adviser does not provide investment management; however, investment recommendations may be made as part of the financial planning service. **All investing strategies we offer involve risk and may result in a loss of your original investment which you should be prepared to bear.** Many of these risks apply equally to stocks, bonds, commodities and any other investment or security. Material risks associated with our investment strategies are listed below.

Market Risk: Market risk involves the possibility that an investment's current market value will fall because of a general market decline, reducing the value of the investment regardless of the operational success of the issuer's operations or its financial condition.

Interest Rate Risk: Bond (fixed income) prices generally fall when interest rates rise, and the value may fall below par value or the principal investment. The opposite is also generally true: bond prices generally rise when interest rates fall. In general, fixed income securities with longer maturities are more sensitive to these price changes. Most other investments are also sensitive to the level and direction of interest rates.

Inflation: Inflation may erode the buying-power of your investment portfolio, even if the dollar value of your investments remains the same.

Risks Associated with Securities

Apart from the general risks outlined above which apply to all types of investments, specific securities may have other risks.

Common stocks may go up and down in price quite dramatically, and in the event of an issuer's bankruptcy or restructuring could lose all value. A slower-growth or recessionary economic environment could have an adverse effect on the price of all stocks.

Corporate Bonds are debt securities to borrow money. Generally, issuers pay investors periodic interest and repay the amount borrowed either periodically during the life of the security and/or at maturity. Alternatively, investors can purchase other debt securities, such as zero coupon bonds, which do not pay current interest, but rather are priced at a discount from their face values and their values accrete over time to face value at maturity. The market prices of debt securities fluctuate depending on such factors as interest rates, credit quality, and maturity. In general, market prices of debt securities decline when interest rates rise and increase when interest rates fall. The longer the time to a bond's maturity, the greater its interest rate risk.

Bank Obligations including bonds and certificates of deposit may be vulnerable to setbacks or panics in the banking industry. Banks and other financial institutions are greatly affected by interest rates and may be adversely affected by downturns in the U.S. and foreign economies or changes in banking regulations.

Investment Companies Risk. When a client invests in open end mutual funds or ETFs, the client indirectly bears its proportionate share of any fees and expenses payable directly by those funds. Therefore, the client will incur

higher expenses, many of which may be duplicative. In addition, the client's overall portfolio may be affected by losses of an underlying fund and the level of risk arising from the investment practices of an underlying fund (such as the use of derivatives). ETFs are also subject to the following risks: (i) an ETF's shares may trade at a market price that is above or below their net asset value; (ii) the ETF may employ an investment strategy that utilizes high leverage ratios; or (iii) trading of an ETF's shares may be halted if the listing exchange's officials deem such action appropriate, the shares are de-listed from the exchange, or the activation of market-wide "circuit breakers" (which are tied to large decreases in stock prices) halts stock trading generally. The Adviser has no control over the risks taken by the underlying funds in which clients invest.

Item 9: Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of Adviser or the integrity of our management. T. Colby Cantrell was suspended for associated with any FINRA member firm in any capacity for 12 months from June 20, 2011 to June 19, 2012 for violating NASD rules 2110 and 3040.

Mr. Cantrell participated in sales of universal lease programs (ULPS) totaling \$763, 888.82 to members of the public, failed to provide his member firm with written notice and failed to obtain written approval from the firm. Mr. Cantrell provided false information to his firm; he completed and submitted an outside business activities questionnaire form in which he falsely stated he conducted no business using a d/b/a (doing business as), falsely responded whether any other company or individual employed him, falsely disclosed that he was not involved with outside business activities, and answered "yes" that he was aware he could not engage in outside business activities or private securities transactions, directly or indirectly, without prior written firm approval. Cantrell participated in a sale of a total of \$210,547.05 worth of ULPS to individuals at another member firm and failed to provide the firm with written notice or obtain written approval from the firm. Cantrell received approximately \$94,070 in commissions from his sale of the ULPS while registered with both firms.

Item 10: Other Financial Industry Activities and Affiliations

T. Colby Cantrell is licensed to sell life and health insurance and may engage in product sales with our clients, through his business Senior Services of Lake and Cook Co., for which he will receive additional compensation. Any commissions received through life or health insurance sales do not offset advisory fees the client may pay for advisory services under Adviser.

Recommendations or Selections of Other Investment Advisers

We refer clients to other investment advisers to manage their accounts. In such circumstances, we will share in the other investment adviser's asset management fee. This situation creates a conflict of interest. However, when referring clients to another investment adviser, the client's best interest and suitability of the other investment advisers will be the main determining factors of our recommendation. This relationship is disclosed to the client at the commencement of the advisory relationship. These compensation arrangements present a

conflict of interest because we have a financial incentive to recommend the services of the higher paying investment advisers. You are not obligated, contractually or otherwise, to use the services of any other investment advisers we recommend. Additionally, we will only recommend another investment adviser who is properly licensed or registered as an investment adviser. Currently Adviser recommends Decimal, Inc. dba Ubiquity Retirement + Savings, CLS Investments, LLC, Meeder Advisory Services, Inc., Morningstar Investment Services LLC, Portfolio Medics, LLC, and The Pacific Group.

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

As a fiduciary, our firm and its associates have a duty of utmost good faith to act solely in the best interests of each client. Our clients entrust us with their funds and personal information, which in turn places a high standard on our conduct and integrity. Our fiduciary duty is a core aspect of our Code of Ethics and represents the expected basis of all of our dealings.

This code does not attempt to identify all possible conflicts of interest, and literal compliance with each of its specific provisions will not shield associated persons from liability for personal trading or other conduct that violates a fiduciary duty to advisory clients. A summary of the Code of Ethics' Principles is outlined below.

- Integrity - Associated persons shall offer and provide professional services with integrity.
- Objectivity - Associated persons shall be objective in providing professional services to clients.
- Competence - Associated persons shall provide services to clients competently and maintain the necessary knowledge and skill to continue to do so in those areas in which they are engaged.
- Fairness - Associated persons shall perform professional services in a manner that is fair and reasonable to clients, principals, partners, and employers, and shall disclose conflict(s) of interest in providing such services.
- Confidentiality - Associated persons shall not disclose confidential client information without the specific consent of the client unless in response to proper legal process, or as required by law.
- Professionalism - Associated persons' conduct in all matter shall reflect credit of the profession.
- Diligence - Associated persons shall act diligently in providing professional services.

We will, upon request, promptly provide a complete code of ethics.

Our firm and its "related persons" (associates, their immediate family members, etc.) may buy or sell securities the same as, similar to, or different from, those we recommend to clients for their accounts. A recommendation made to one client may be different in nature or in timing from a recommendation made to a different client. Clients often have different objectives and risk tolerances. At no time, however, will our firm or any related party receive preferential treatment over our clients.

In an effort to reduce or eliminate certain conflicts of interest involving the firm or personal trading, our policy may require that we restrict or prohibit associates' transactions in specific securities transactions. Any

exceptions or trading pre-clearance must be approved by our Chief Compliance Officer in advance of the transaction in an account, and we maintain the required personal securities transaction records per regulation.

Item 12: Brokerage Practices

Factors Used to Select Custodians and/or Broker-Dealers

We do not have any affiliation with Broker-Dealers. We do not recommend custodians to clients.

1. Research and Other Soft-Dollar Benefits

We currently do not receive soft dollar benefits.

2. Brokerage for Client Referrals

We receive no referrals from a broker-dealer or third party in exchange for using that broker-dealer or third party.

3. Clients Directing Which Broker/Dealer/Custodian to Use

Because we do not offer investment management services, we do not have a concern over which broker-dealers a client may choose in order to implement our investment recommendations.

Aggregating (Block) Trading for Multiple Client Accounts

Some Registered Investment Advisers execute client accounts on an aggregated basis as a way to lower expenses. As a fee only financial planner who does not offer investment management services, we do not execute trades on behalf of clients. As a result, it is up to the client to negotiate their own trading costs with their broker-dealer.

In the event that Adviser refers you to a third party registered investment adviser, please review their Form ADV Part 2A for further disclosure.

Item 13: Review of Accounts

T. Colby Cantrell, President of Adviser, will work with clients to obtain current information regarding their assets and investment holdings and will review this information as part of our financial planning services. Adviser does not provide specific reports to clients, other than financial plans.

In addition to the financial plan, we will provide written reports to clients on a per request basis. These written reports include an aggregation of their financial accounts for reporting purposes.

We urge clients to compare these reports against the account statements they receive from their custodian.

Item 14: Client Referrals and Other Compensation

As discussed in Item 10 of this brochure, Adviser refers advisory clients to unaffiliated investment advisers for investment management services. The Adviser has entered into a solicitation agreement with these parties and receives solicitor's fees as a result of having referred advisory clients to the parties.

Item 15: Custody

Adviser does not accept custody of client funds.

Item 16: Investment Discretion

We do not provide investment management services, and therefore do not exercise discretion.

Item 17: Voting Client Securities

We do not provide investment management services and do not vote client securities. Therefore, Clients maintain exclusive responsibility for: (1) voting proxies, and (2) acting on corporate actions pertaining to the Client's investment assets. The Client shall instruct the Client's qualified custodian to forward to the Client copies of all proxies and shareholder communications relating to the Client's investment assets. If the client would like our opinion on a particular proxy vote, they may contact us at the number listed on the cover of this brochure.

In most cases, you will receive proxy materials directly from the account custodian. However, in the event we were to receive any written or electronic proxy materials, we would forward them directly to you by mail, unless you have authorized our firm to contact you by electronic mail, in which case, we would forward you any electronic solicitation to vote proxies.

Item 18: Financial Information

Registered investment advisers are required in this Item to provide you with certain financial information or disclosures about our financial condition. We have no financial commitment that impairs our ability to meet contractual and fiduciary commitments to clients, and we have not been the subject of a bankruptcy proceeding.

We do not have custody of client funds or securities or require or solicit prepayment of more than \$500 in fees per client six months in advance.

Item 19: Requirements for State-Registered Advisers

Georgette Cantrell, Owner

Born: 1968

Educational Background

- 1986 – Graduate, Grosse Pointe North High School

Business Experience

- 11/2014 – Present, The Retirement Specialist of Central Ohio, LLC, Owner
- 06/1999 – Present, Senior Services Lake and Cook Co., Executive Administration

T. Colby Cantrell, President

Born: 1969

Educational Background

- 1987 – Graduate Lenawee County Vocational School
- 1987 – Graduate Hudson, MI High School

Business Experience

- 11/2014 – Present, The Retirement Specialist of Central Ohio, LLC, President and CCO
- 01/1999 – Present, Self Employed Insurance Agent
- 06/1999 – Present, Senior Services Lake and Cook Co., Owner
- 05/2013 – 12/2019, Sharpe 1, LLC, President
- 01/2010 – 07/2015, Advanced Planning Capital Corp, Investment Adviser Representative
- 06/2009 – 06/2011, Portfolio Medics, LLC, Investment Adviser Representative
- 01/2009 – 06/2011, Allied Beacon Partners, Inc., Registered Representative
- 10/2003 – 12/2008, Advanced Planning Securities, Registered Representative
- 06/2002 – 10/2003, Hornor Townsend and Kent, Inc., Registered Representative
- 10/1989 – 06/1999, United Insurance Group, Insurance Sales and Regional Manager

Other Business Activities

Georgette Cantrell is currently employed in Executive Administration of the Senior Services of Lake and Cook Co. This activity accounts for approximately 25% of her time.

T. Colby Cantrell is licensed to sell life and health insurance and may engage in product sales with our clients, through his business Senior Services of Lake and Cook Co., for which he will receive additional compensation. Any commissions received through life or health insurance sales do not offset advisory fees the client may pay for advisory services under Adviser.

Performance Based Fees

We are not compensated by performance-based fees.

Material Relationships That Management Persons Have with Issuers of Securities

The Retirement Specialist of Central Ohio, LLC nor T. Colby Cantrell, have any relationship or arrangement with issuers of securities.

Additional Compensation

We do not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through Adviser.

Supervision

Colby Cantrell, as President and Chief Compliance Officer of Adviser, is responsible for supervision. He may be contacted at the phone number on this brochure supplement.

Material Disciplinary Disclosures

Ms. Cantrell and Mr. Cantrell have not been found liable in a civil, self-regulatory organization, or administrative proceeding and have NOT been the subject of a bankruptcy petition at any time.

Mr. Cantrell has had a customer complaint/arbitration filed against him on 10/18/2007 for a sale made while working for Hornor, Townsend & Kent Inc. (HTK). The client's estate claimed that the investment was unsuitable and misrepresented and was seeking return of principal and interest. This matter was resolved through settlement on 12/08/2008 by HTK and Mr. Cantrell.