

# ASSET ADVISORY GROUP, INC.

Registered Investment Advisors  
287 Driftwood Rd SE, St. Petersburg, FL 33705  
727-821-4754, 727-894-0250 fax, [aag@assetadvisorygroupfl.com](mailto:aag@assetadvisorygroupfl.com)  
[www.assetadvisorygroupfl.com](http://www.assetadvisorygroupfl.com)

## **Firm Brochure**

**(Part 2A Appendix 1 of Form ADV: *Wrap Fee Program Brochure*)**

This brochure provides information about the Wrap Fee Program business practice of Asset Advisory Group, Inc. If you have any questions about the contents of this brochure, please contact us at: (727) 821-4754, or by email at: [aag@assetadvisorygroupfl.com](mailto:aag@assetadvisorygroupfl.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. Asset Advisory Group, Inc. is a Registered Investment Adviser. Registration as an investment adviser does not imply any level of skill or training. The oral and written communications we provide to you, including this Brochure, is information you may wish to use in considering whether to hire and/or retain Asset Advisory Group, Inc. as your advisor.*

Additional information about Asset Advisory Group, Inc. is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) or State of Florida website at <https://www.flofr.com/sitePages/verifylicense.htm>

January 1, 2021  
Filed Jan 4, 2021

## **Material Changes**

---

### **Annual Update**

The Material Changes section of this brochure will be updated annually when material changes occur since the previous release of the Firm Brochure.

---

### **Material Changes since the Last Update**

The U.S. Securities and Exchange Commission issued a final rule in July 2010 requiring advisers to provide a Firm Brochure in narrative “plain English” format. The new final rule specifies mandatory sections and organization. As such we have revised our ADV Part 2 form to reflect this new rule.

---

### **Full Brochure Available**

Whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at: (727) 821-4754 or by email at: [aag@assetadvisorygroupfl.com](mailto:aag@assetadvisorygroupfl.com).

## Table of Contents

<b>Material Changes</b> .....	1
Annual Update .....	1
Material Changes Since the Last Update .....	1
Full Brochure Available .....	1
<b>Advisory Business</b> .....	3
Wrap Fee Programs .....	3
<b>Fees and Compensation</b> .....	3
<b>Account Requirements and Types of <i>Clients</i></b> .....	3
<b>Portfolio Manager Selection and Evaluation</b> .....	3
<b><i>Client</i> Information Provided to Portfolio Managers</b> .....	3
<b><i>Client</i> Contact with Portfolio Managers</b> .....	3
<b>Additional Information</b> .....	3
<b>Requirements for State-Registered Advisers</b> .....	3
<b>Part 2A Appendix 1 of Form ADV: <i>Wrap Fee Program Brochure</i></b> .....	4
Components	

## **Advisory Business**

### **Wrap Fee Programs**

Asset Advisory Group, Inc does not engage in wrap fee programs.

### **Fees and Compensation**

Not applicable

### **Account Requirements and Types of *Clients***

Not applicable

### **Portfolio Manager Selection and Evaluation**

Not applicable

### ***Client* Information Provided to Portfolio Managers**

Not applicable

### ***Client* Contact with Portfolio Managers**

Not applicable

### **Additional Information**

Not applicable

### **Requirements for State-Registered Advisers**

Not applicable

**Part 2A Appendix 1 of Form ADV: *Wrap Fee Program Brochure***

- Item 1 Cover Page
- Item 2 Material Changes
- Item 3 Table of Contents
- Item 4 Services, Fees and Compensation
- Item 5 Account Requirements and Types of Clients
- Item 6 Portfolio Manager Selection and Evaluation
- Item 7 Client Information Provided to Portfolio Managers
- Item 8 Client Contact with Portfolio Managers
- Item 9 Additional Information
- Item 10 Requirements for State-Registered Advisers