

G-Squared Advisory LLC  
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[www.gsquaredadvisory.com](http://www.gsquaredadvisory.com)  
December 31, 2015

This Brochure provides information about the qualifications and business practices of **G-Squared Advisory LLC**. If you have any questions about the contents of this Brochure, please contact us at [Cindy@gsquaredadvisory.com](mailto:Cindy@gsquaredadvisory.com), [laurie@gsquaredadvisory.com](mailto:laurie@gsquaredadvisory.com) or 914-263-1082. 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.

**G-Squared Advisory LLC** is a registered investment adviser. Registration of an Investment Adviser does not imply any level of skill or training. The oral and written communications of an Adviser provide you with information about which you determine to hire or retain an Adviser.

Additional information about **G-Squared Advisory LLC** also is available on the SEC's website at [www.gsquaredadvisory.com](http://www.gsquaredadvisory.com).

## Item 2 – Material Changes

On July 28, 2010, the United State Securities and Exchange Commission published “Amendments to Form ADV” which amends the disclosure document that we provide to clients as required by SEC Rules. This Brochure dated **January 6, 2016** is a new document prepared according to the SEC’s new requirements and rules. As such, this Document is materially different in structure and requires certain new information that our previous brochure did not require.

In the future, this Item will discuss only specific material changes that are made to the Brochure and provide clients with a summary of such changes. We will also reference the date of our last annual update of our brochure.

In the past we have offered or delivered information about our qualifications and business practices to clients on at least an annual basis. Pursuant to new SEC Rules, we will ensure that you receive a summary of any materials changes to this and subsequent Brochures within 120 days of the close of our business’ fiscal year. We may further provide other ongoing disclosure information about material changes as necessary.

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

Currently, our Brochure may be requested by contacting **Laurie Girsky, principal** at **914-924-0799** or **laurie@gsquaredadvisory.com**. Our Brochure is also available on our web site **www.gsquaredadvisory.com**, also free of charge.

Additional information about **G-Squared Advisory LLC** is also available via the SEC’s web site **[www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)**. The SEC’s web site also provides information about any persons affiliated with **G-Squared Advisory LLC** who are registered, or are required to be registered, as investment adviser representatives of **G-Squared Advisory LLC**.

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#### **Item 4 – Advisory Business**

G-Squared Advisory LLC provides fee-only, hourly, as needed Financial Planning and Investment Advisory services to individuals and families from all walks of life. These services may be general in nature or focused on particular areas of interest or need, depending upon each Client's unique circumstances.

The primary function of G-Squared Advisory LLC is providing Financial Planning services to individuals. Advice is rendered in the areas of cash flow and debt management, risk management, college funding, retirement planning, estate planning, tax planning, asset allocation and investment selection. The Advisor employs fundamental, long term financial planning and investment strategies.

The principal owners of G-Squared Advisory are Cindy Golub and Laurie Girsky. G-Squared Advisory has been in business since September 2009. G-Squared Advisory engages in fee-only financial planning. They retain no assets under management.

#### **Item 5 – Fees and Compensation**

Fees for financial planning and investment advisory services are \$250 per hour. The Advisor charges fees on an hourly, fee-only basis or a flat fee. No performance related or asset management fees are charged. Hourly fees are billed in half hour increments. Fees are not collected for services to be provided more than 6 months in advance. G-Squared Advisory LLC does not and will not have custody of Client funds or securities. G-Squared Advisory may recommend other professionals, but does not get compensated separately for that service. We bill clients for fees incurred. Our fees are not negotiable.

G-Squared LLC requires a deposit for initial engagements in the amount of the greater of \$250 or 1/2 of the lower end of the estimated fee range. The balance of fees due are payable immediately upon presentation of the plan or advice to Client. Services to be provided and the anticipated fee range are detailed in the written Service Agreement.

The specific manner in which fees are charged by G-Squared Advisory LLC is established in a client's written agreement with G-Squared Advisory LLC. G-Squared Advisory LLC will bill its fees upon completion of service. The client has the right to terminate an agreement without penalty. To request a refund, the client must contact G-Squared Advisory by email.

G-Squared Advisory LLC's fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which shall be incurred by the client. Clients may incur certain charges imposed by custodians, brokers, third party investment and other third parties such as fees charged by managers, 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 funds 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 G-Squared Advisory LLC's fee, and G-Squared Advisory LLC shall not receive any portion of these commissions, fees, and costs.

Item 12 further describes the factors that G-Squared Advisory LLC considers in selecting or recommending broker-dealers for *client* transactions and determining the reasonableness of their compensation (*e.g.*, commissions).

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

G-Squared Advisory LLC does not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client).

### **Item 7 – Types of Clients**

G-Squared Advisory LLC provides financial planning services to individuals and to high net worth individuals. We have no minimum account size.

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

When a client hires G-Squared Advisory to provide investment advice, the Firm will evaluate the Client's current financial situation, needs, goals, objectives and tolerance for risk. Asset allocation and investment policy decisions are then made to help Client achieve their overall financial objectives while minimizing risk. Asset allocation is a key component of investment portfolio design. Advisor believes that the appropriate allocation of assets across diverse investment categories (stock vs. bond, foreign vs. domestic, large cap vs. small cap, high quality vs. high yield etc.) is the primary determinant of portfolio returns and critical in the long-term success of one's financial objectives. Advisor employs fundamental, long-term, buy-and-hold approaches in their investment selection and implementation strategies. Recommendations provided are based on publicly available

reports, analysis, research materials, computerized asset allocation models and various subscription services. Investing in securities involves risk of loss that clients should be prepared to bear.

Many factors affect each investment's performance. Investment prices change daily based on changes in market conditions and interest rates and in response to other economic, political, or financial developments. The investment's reaction to these developments will be affected by the type and maturity of the security, general financial conditions, and the specific industry and geographic location of the security. When you sell your shares, they may be worth more or less than what you paid for them, which means that you could lose money by investing in a security.

### **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

G-Squared Advisory LLC or the integrity of G-Squared Advisory LLC's management. G-Squared Advisory LLC has no information applicable to this Item.

### **Item 10 – Other Financial Industry Activities and Affiliations**

G-Squared Advisory is affiliated with the Garrett Planning Network and is a member of NAPFA. Advisors concentrate the majority of their time and effort on providing financial planning and advice, which includes investment advice.

### **Item 11 – Code of Ethics**

#### **Participation or Interest in Client Transactions**

At times employees may hold positions in securities that may also be recommended to Clients. These securities are limited to mutual funds or ETF's. However, at no time will Advisor receive preferential treatment over Clients.

Advisor enforces the applicable rules of the Investment Advisors Act of 1940, including the prohibition against insider trading. Advisor maintains the required securities transaction records for all employees.

G-Squared Advisory LLC has adopted a Code of Ethics for all supervised persons of the firm describing its high standard of business conduct, and fiduciary duty to its clients. The Code of Ethics includes provisions relating to the confidentiality of client information, a prohibition on insider trading, a prohibition of rumor mongering, restrictions on the acceptance of significant gifts and the reporting of certain gifts and business entertainment items, and personal securities trading procedures, among other things. All supervised persons at G-Squared Advisory LLC must acknowledge the terms of the Code of Ethics annually, or as amended.

G-Squared Advisory LLC anticipates that, in appropriate circumstances, consistent with clients' investment objectives, we will recommend to investment advisory clients or prospective clients, the purchase or sale of securities in which G-Squared Advisory LLC its affiliates and/or clients, directly or indirectly, have a position of interest. G-Squared Advisory LLC's employees and persons associated with G-Squared Advisory LLC are required to follow G-Squared Advisory LLC's Code of Ethics. Subject to satisfying this policy and applicable laws, officers, directors and employees of G-Squared Advisory LLC and its affiliates may trade for their own accounts in securities which are recommended to and/or purchased for G-Squared Advisory LLC's clients. The Code of Ethics is designed to assure that the personal securities transactions, activities and interests of the employees of G-Squared Advisory LLC will not interfere with (i) making decisions in the best interest of advisory clients and (ii) implementing such decisions while, at the same time, allowing employees to invest for their own accounts. Under the Code certain classes of securities have been designated as exempt transactions, based upon a determination that these would materially not interfere with the best interest of G-Squared Advisory LLC's clients. Nonetheless, because the Code of Ethics in some circumstances would permit employees to invest in the same securities as clients, there is a possibility that employees might benefit from market activity by a client in a security held by an employee. Employee trading is continually monitored under the Code of Ethics and to reasonably prevent conflicts of interest between G-Squared Advisory LLC and its clients.

G-Squared Advisory LLC's clients or prospective clients may request a copy of the G-Squared Advisory LLC Code of Ethics by contacting Cindy Golub.

It is G-Squared Advisory LLC's policy that the firm will not affect any principal or agency cross securities transactions for client accounts. G-Squared Advisory LLC will also not cross trades between client accounts. Principal transactions are generally defined as transactions where an adviser, acting as principal for its own account or the account of an

affiliated broker-dealer, buys from or sells any security to any advisory client. A principal transaction may also be deemed to have occurred if a security is crossed between an affiliated hedge fund and another client account. An agency cross transaction is defined as a transaction where a person acts as an investment adviser in relation to a transaction in which the investment adviser, or any person controlled by or under common control with the investment adviser, acts as broker for both the advisory client and for another person on the other side of the transaction. Agency cross transactions may arise where an adviser is dually registered as a broker-dealer or has an affiliated broker-dealer.

## **Item 12 – Brokerage Practices**

### **Brokerage Recommendations**

G-Squared Advisory LLC is not associated with any broker/dealer firm. The Advisor may recommend the services of discount brokers such as Charles Schwab, Vanguard, TD Waterhouse, or Fidelity. Discount broker recommendations are based on individual Client needs, total costs and ease of use for the Clients. G-Squared Advisory has no soft dollar relationships.

## **Item 13 – Review of Accounts**

G-Squared Advisory LLC will review accounts only upon renewed engagement of service by the client. We will recommend a periodic review based on the particular client, but it is the responsibility of the client to engage our services again. Principals of the firm are responsible for the reviews.

## **Item 14 – Client Referrals and Other Compensation**

G-Squared Advisory LLC receives no economic benefit from sources other than clients. G-Squared Advisory does not compensate others for client referrals.

## **Item 15 – Custody**

Clients should receive at least quarterly statements from the broker dealer, bank or other qualified custodian that holds and maintains client's investment assets. G-Squared Advisory LLC urges you to carefully review such statements. G-Squared Advisory does not



take custody of client funds or securities and does not directly deliver any statements to clients.

### **Item 16 – Investment Discretion**

G-Squared Advisory LLC does not accept discretionary authority for the buying and selling of investments.

### **Item 17 – Voting *Client* Securities**

As a matter of firm policy and practice, G-Squared Advisory LLC does not have any authority to and does not vote proxies on behalf of advisory clients. Clients retain the responsibility for receiving and voting proxies for any and all securities maintained in client portfolios. G-Squared Advisory LLC may provide advice to clients regarding the clients' voting of proxies.

### **Item 18 – Financial Information**

G-Squared Advisory LLC does not solicit prepayment of more than \$500 in fees per client for six months in advance.

### **Item 19 – Requirements for State-Registered Advisers**

#### **Education and Business Background**

Name: Cynthia R. Golub                      Year of Birth: 1955

Education: Certified Financial Planner Exam passed March 2009

New York University, Certificate in Financial Planning ( 2009)

Columbia Business School, MBA in Finance (1980)

Wharton School of the University of Pennsylvania, BS in Accounting (1976)

Experience: Goldman, Sachs & Co., Vice-President, Fixed Income Division (1980 to 1995)

Name: Laurie R. Girsky

Year of Birth: 1962

Education: Certified Financial Planner Exam passed March 2009

New York University, Certificate in Financial Planning (2009)

Columbia Business School, MBA in Finance (1987)

Cornell University, BA in Economics (1984)

Experience: Merrill Lynch Retail Office (2002 - 2004)

UBS Retail Office (1997-2002)

Paine Webber Institutional Equity Sales (1987-1997)

\* Note: Ms. Golub's spouse is a member of senior management of BlackRock Inc. which from time to time is the sponsor of mutual funds or other securities which G-Squared Advisory may recommend to clients.