

TRUEPOINT WEALTH COUNSEL, LLC
JUNE 30, 2020

Item 1. Introduction.

Truepoint Wealth Counsel, LLC (“Truepoint”) is registered with the United States 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.

Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers and investing.

Item 2: What investment services and advice can you provide to me?

Truepoint provides investment advisory services to retail investors. The principal service we offer is comprehensive wealth management. Depending on the needs of the client and the scope of the engagement, this may include financial planning, investment management, tax planning and preparation, risk management, and estate planning services. Additional services are also available to clients with investable assets over \$20 million under our Family Office service. We also offer investment management and/or financial planning services through RhineVest, a subsidiary of Truepoint. We tailor your investment management services to match the investment objectives, goals, risk parameters, financial and other information which you provide to us. We monitor the holdings and performance of your account on an ongoing basis and you have daily access to performance and holdings data. We provide investment management services on a discretionary basis pursuant to authority granted to us in your client agreement. Pursuant to this discretionary authority we are authorized to determine which securities are bought and sold, the total amount to be bought and sold, and the costs at which transactions will be executed. However, there are certain clients for which we provide investment management services on a non-discretionary basis, which means you make the ultimate decision as to whether to buy or sell an investment. We do not limit the provision of investment management services or financial planning services to proprietary products. In addition, we generally do not limit the types of investments we utilize for clients, but consistently utilize individual equity securities, mutual funds, exchange traded funds, fixed income securities, private funds/illiquid investments and options and other derivative investments. Truepoint’s account minimum is typically \$3 million for new clients while RhineVest does not impose an account minimum. Regardless, we reserve the right to accept or decline a potential client for any reason in our sole discretion.

For additional information, please refer to Truepoint’s [Form ADV Part 2A Brochure](#) and [RhineVest’s Form ADV Part 2A Brochure](#), especially [Item 4 Advisory Business](#), [Item 7 Types of Clients](#), [Item 13 Review of Accounts](#), and [Item 16 Investment Discretion](#).

Questions to Ask Us:

<i>Given my financial situation, should I choose an investment advisory service? Why or why not?</i>
<i>How will you choose the investments that you recommend to me?</i>
<i>What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?</i>

Item 3 (part 1): What fees will I pay?

For Truepoint’s services we charge an asset based fee, which is billed on a quarterly basis. This fee is generally all-inclusive, but there may be certain services for which we charge a separate flat or hourly fee. For RhineVest’s investment management services, we also charge an asset based fee, billed quarterly. For RhineVest’s financial planning services, we charge a monthly flat fee. For an asset based fee, the more assets that are in a client’s advisory account, the more a client will pay in fees. Therefore we may have an incentive to encourage clients to increase the assets in their account. As fee-only advisors, Truepoint and RhineVest are only compensated by the fees charged directly to clients, and not by any other form of commissions.

In addition to our fees you will be responsible for other fees and expenses, such as, transaction charges and fees/expenses charged by any custodian of your account, subadvisor, mutual fund, exchange traded fund, separate account manager and any taxes or fees required by federal or state law.

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, see [Item 5 Fees and Compensation](#) of Truepoint's [Form ADV Part 2A Brochure](#) and [RhineVest's Form ADV Part 2A Brochure](#).

Question to Ask Us:

Help me to 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?

Item 3 (part 2): 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 conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide to you. As an example, we may receive various benefits or services from custodians that we recommend to you. For additional information, please refer to Truepoint's [Form ADV Part 2A Brochure](#) and [RhineVest's Form ADV Part 2A Brochure](#), specifically [Item 10 Other Financial Industry Activities and Affiliations](#), [Item 12 Brokerage Practices](#) and [Item 14 Client Referrals and Other Compensation](#).

Question to Ask Us:

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

Item 3 (part 3): How do your financial professionals make money?

Our financial professionals are paid on a salaried basis. The amount of our professionals' pay is not dependent upon factors such as the amount of client assets they service, new clients obtained and/or an increase in client assets supervised by the professional, the time and complexity required to meet a client's needs, the product or service sold, product sales commissions or revenue the firm earns from the financial professional's advisory services or recommendations.

Item 4: Do you or your financial professionals have a legal or disciplinary history?

No. You can visit Investor.gov/CRS for a free and simple search tool to research our firm and our financial professionals.

Questions to Ask Us:

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

Item 5: Additional Information.

For additional information about our investment advisory services and to request a copy of our Form CRS, please contact 513-792-6648.

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 a person is treating me?