

Principal 1: Integrity

Suncoast Advisory Group Financial Advisors shall offer and provide wealth and investment management services with integrity.

Principal 2: Objectivity

Suncoast Advisory Group Financial Advisors shall be objective in providing wealth and investment management services.

Principal 3: Competence

Suncoast Advisory Group Financial Advisors shall provide wealth and investment management services to clients competently and maintain the necessary knowledge and skill to continue to do so in those areas in which the Financial Advisor is engaged.

Principal 4: Fairness

Suncoast Advisory Group Financial Advisors shall perform wealth and investment management services in a manner that is fair and reasonable to clients and shall disclose conflicts of interest in providing such services.

Principal 5: Confidentiality

Suncoast Advisory Group Financial Advisors shall not disclose any confidential client information without specific consent of the client unless in response to proper legal process.

Principal 6: Professionalism

Suncoast Advisory Group Financial Advisors' conduct in all matters shall be professional.

Principal 7: Diligence

Suncoast Advisory Group Financial Advisors shall act diligently in providing wealth and investment management services. Diligence includes: proper client discovery information, client communication and follow up, along with proper planning and rendering of professional services.

Rick O. Helbing is a Registered Representative offering securities through Mutual Service Corporation. Mutual Service Corporation and LPL Financial are affiliated companies and are members of FINRA/SIPC. Advisory Services offered through Suncoast Advisory Group, a Registered Investment Advisor. Suncoast Advisory Group is not affiliated with Mutual Service Corporation or LPL Financial.

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