



*Pegasus Financial
Services*

Behavioral Investment Policy Statement

Coddington Family

Retirement Account

Prepared on:
25-January-2013

Based on completion of the:

Natural Behavior Discovery on: 14-March-2012
Financial Personality Discovery on: 14-April-2012

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INTRODUCTION TO THE BEHAVIORAL INVESTMENT POLICY STATEMENT ("IPS")

The purpose of this Behavioral Investment Policy Statement is to establish a clear understanding between you, Coddington Family (the "Investor") and Chris Coddington (the "Advisor") as to the investment objectives, process and policies applicable to your investment portfolio (the "Portfolio"), subject to the terms of the Client Advisory Agreement ("The CAA").

THE NEED FOR A WRITTEN BEHAVIORAL INVESTMENT POLICY STATEMENT

Your Behavioral IPS goes well beyond the standard Investment Policy Statement. It provides documentation of the unique "blue print" for you (and your beneficiaries) being able to plan and monitor your investment performance so that you are on track to meet your Quality Life goals, have financial security and, ultimately, achieve your financial freedom.

For the Behavioral IPS to work over time it must be founded on your financial personality and address your unique life circumstances. Our philosophy is that it is investor behavior as opposed to investment behavior that can make or break a successful investment strategy. A sound Behavioral IPS will help the Advisor protect your investment portfolio from spur-of-the-moment emotional decisions you may otherwise make in reaction to short term market events. In this way, by having a Behavioral IPS you will be in a place to more confidently make committed decisions based on an appropriate balance between your emotional needs and rational financial objectives.

A Behavioral IPS allows you to clearly establish the prudence and diversification standards which the investment process is to maintain. Included will be the specific investment framework for a well-diversified asset allocation mix that can be expected to generate acceptable long-term returns at a level of portfolio risk suitable to you based upon your financial personality and Quality Life goals.

An important part of establishing a written Behavioral IPS is that it creates an objective framework for you to have effective communication with your Advisor at regular intervals about the investment performance.

LEGAL BASIS OF THE BEHAVIORAL IPS

This Behavioral IPS is not a contract. This Behavioral IPS is intended to be a summary of your investment philosophy and to provide guidance for the Advisor. The investment plan contained in this Behavioral IPS has been prepared based on discussions between you and the Advisor after reviewing your Financial DNA Discovery reports and also the completion of other investor fact find questionnaire's requested by the Advisor. However, the Behavioral IPS has not been prepared solely based on the Financial DNA Discovery reports or any representation or statement made by DNA Behavior International and its associated companies. DNA Behavior International is not a party to this Behavioral IPS and discloses all liability in relation to this Behavioral IPS and any investment decision made and performance achieved. Should your financial circumstances or Quality Life goals materially change then the investment policies contained herein in this Behavioral IPS should be reviewed with the Advisor and updated as necessary.

Summary of Investor's Key Investment Attitudes

The following key investment attitudes have been determined from the completion of the Financial DNA Natural Behavior Discovery.

Financial DNA Natural Behavior Discovery

Your Behavioral IPS Report has been created recognizing your Financial DNA Natural Behavior Discovery being the "Strategist" style which is one of our 10 unique behavioral profiles.

Strategists naturally blend their strong drive to reach key goals with sound knowledge, high quality processes and quality control standards. As a result, they are equipped to be strategic players in situations where achieving results is a priority. They have an ability to achieve ambitious goals and concentrate on matter-of-fact, practical issues. They also have a rational, impartial approach that enhances their ability to make difficult decisions.

Your Natural Financial Planning Approach to Closing the Behavior Performance Gap for Building a Quality Life



Build on your natural performance success factors and minimize your performance risks with wise advice and wealth mentoring.

- Your Financial Planning Performance Success Factors Relative to the Population
- Your Financial Planning Performance Risks Relative to the Population

Investing Style

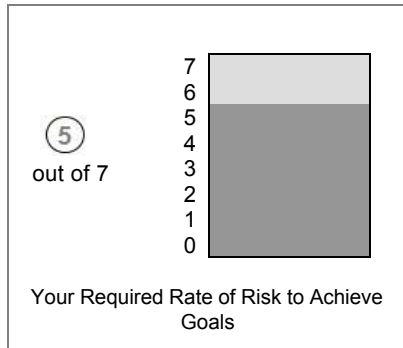
Strategists have a determined and goal-driven approach to investing. Once they have decided their desired goals, they will then determine how to reach them in the most efficient manner. They consider all risk/return issues very carefully, and will only be comfortable committing to opportunities that they have researched thoroughly. They will have little tolerance for investments that are not living up to expectations, and will not hesitate to alter their portfolios if any aspects of it are failing to meet their goals.

Transaction Needs

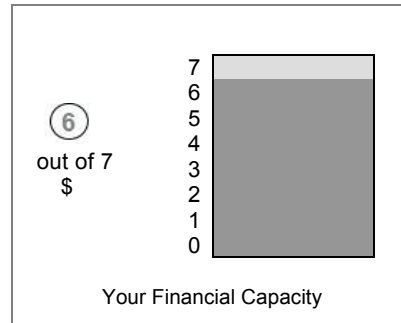
Strategists prefer a mixture of financial transactions, as long as they can make consistent progress toward their goals and their high standards for quality are met. They need evidence and reasoning to commit to an opportunity, and will change if they feel their strategic plan is not being met.

Portfolio Risk Tolerance

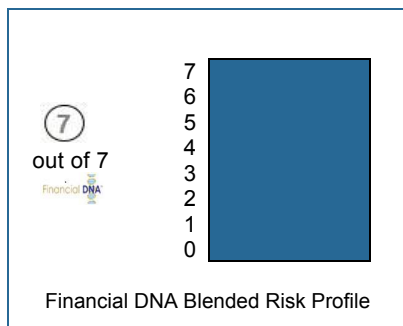
A key outcome of your Behavioral IPS Report is a greater understanding between yourself and your advisor of your Overall Portfolio Risk Tolerance. Risk has been assessed on multiple levels, both by your advisor and from your Financial DNA Discovery Reports.



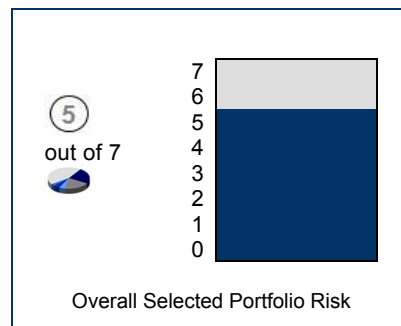
"Your Required Rate of Risk to Achieve Goals" is established by your advisor based on the investment returns that are required to meet your financial goals.



"Your Financial Capacity" is established by your advisor based on the financial capacity to absorb losses through analysis of your financial circumstances from investing history, experience, knowledge, and in depth discussions.



Your "Financial DNA Blended Risk Profile" is established based on insights from your Natural Behavior Discovery which recognizes your natural DNA approach to making investment decisions and your Financial Personality Discovery (if completed) which recognizes your learned investment approach based on experiences and education.



Your "Overall Selected Portfolio Risk" has been determined by your advisor as the ideal risk level for this particular portfolio. Consider this the "happy medium" between your investing goals, your investing risk capacity as well as your Financial DNA Blended Risk Profile.

Tactical Portfolio Structure Indicators from your Financial DNA Discoveries:

The following table provides a framework for making tactical choices within your Investment Portfolio.

Tactical Portfolio Indicators	Current Learned Behavior (Financial Personality Discovery)	Predicted (Natural Behavior Profile)
Equity Allocation Split:		
Stocks	High	N/A
Real Estate	High	N/A
Asset Structure Preferences in Portfolio Asset Allocation:		
Managed Funds Preference:	Low	N/A
International Asset Allocation:	High	N/A
Non-Core Asset Allocation:		
Adventure Asset Preference	High	High
Lifestyle Asset Preference	High	Low
Equity Investment Propensity:		
Capital Growth Objective	High	High
Aggressive Style	High	High
Value Buying Focus	High	High
Security Need	Medium	Low
Income Requirement	Medium	Low
Balanced Portfolio Preference	High	Low

Investment Decision-Making Attitudes Summary from your Financial DNA Discoveries.

The following table reflects your attitudes and philosophies in making investment decisions.

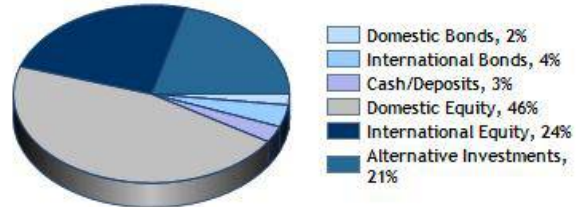
Tactical Portfolio Indicators	Current Learned Behavior (Financial Personality Discovery)	Predicted (Natural Behavior Profile)
Confidence in Investment Decisions	High	N/A
Knowledge of Investments	High	N/A
Ability to Understand Risk and Return	High	N/A
Accepts Consequences of Taking Risks	High	High
Ability to Take Chances	High	High
Seeks New Opportunities	High	Medium
Seeks to Avoid Losses	High	High
Concerned for Upside	High	High

Your Financial DNA Preferred Weighted Investment Portfolio Allocation

Based on your Financial DNA Discovery reports, the following asset classes represent your Preferred Portfolio Allocation

This portfolio allocation is only a reflection of your financial personality and not your current financial circumstances.

	Benchmark
Fixed Income Allocation	9.00%
Domestic Bonds	2.00%
International Bonds	4.00%
Cash/ Deposits	3.00%
Equity Allocation	70.00%
Domestic Equity	46.00%
International Equity	24.00%
Alternative Investments	21.00%
Total Asset Allocation	100%



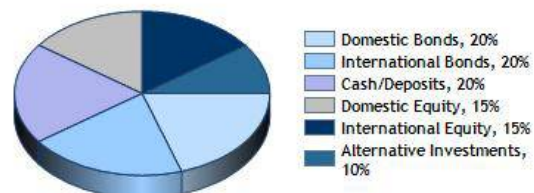
Advisor Recommended Asset Allocation

Pegasus Financial Services is committed to a disciplined investment approach, broad based diversification, and academic research. We do this in order to help you meet your financial goals, and to protect and grow your investments. Our goal is to earn the most reasonable rate of return commensurate with your Portfolio Risk Tolerance, return requirement, and portfolio constraints.

Academic research suggests that the decision as to how to allocate total assets among various asset classes will far outweigh security selection and other decisions in terms of impact upon portfolio performance. We believe that one cannot expect to profit by "timing the market" or by picking individual securities that will do better than the market as a whole. Attempting to "beat the market" through active portfolio management could also significantly increase the costs of managing your portfolio.

Based on considerations of your financial personality, Quality Life Goals and Financial Circumstances, the Advisor recommends the following investments be included in the Portfolio.

	Min-Max	Bench- mark	Change From Current
Fixed Income Allocation	10 to 70%	60%	N/A
Domestic Bonds	10 to 20%	20%	N/A
International Bonds	10 to 20%	20%	N/A
Cash/ Deposits	10 to 20%	20%	N/A
Equity Allocation	10 to 30%	30%	N/A
Domestic Equity	10 to 30%	15%	N/A
International Equity	10 to 30%	15%	N/A
Alternative Investments	10 to 20%	10%	N/A
Total Asset Allocation		100%	



Investor Initials: _____

Summary of Investor Information

1. Investor Information:

Investor Name: Chris Coddington	Age: 46
Investor Name: Jane Coddington	Age: 46
Dependents (Age): Ryan Coddington (11), Lauren Coddington (12), Raegan Coddington (14)	

2. Summary of Currently Held Assets:

The assets to be considered under this Behavioral IPS will initially be:

	Asset Class Description	Sector	% of Overall Portfolio
1.	Cash	Cash	10%
2.	Employer Stock	Technology	20%
3.	Equity Portfolio	Financial	30%
4.	Bond Fund	S&P 500	7%
5.	Family Trust Scwab Acct.	Trust	10%
6.	Hedge Fund	World Index	23%
Total			100%

3. Current Income

In the next 5 years, Chris Coddington requires no capital to sustain the current lifestyle.

4. Summary of Key Investment Objectives

Upcoming Financial Needs:

Financial Objective	Percentage of Overall Portfolio	Time Horizon (in years)	Date Needed
Purchase Ski Cabin	5%	3	12/31//2016
Start Foundation	10%	20	12/31/2033

- You require 21% of short term liquidity for you portfolio.
- Your Risk Capacity based on your financial circumstances would be defined as "Growth"
- Your risk tolerance is your attitude to risk based on your financial personality and your investment experience. Based on your Financial DNA profile reports your blended risk profile is category "7" which is "Aggressive".
- After discussions between you and the Advisor considering your Required Risk Capacity and Blended Risk Profile the overall Portfolio Risk Tolerance for this Behavioral IPS will be "6" which is "Growth".
- Based on discussions between you and the Advisor the following requirements are also important in creating your Behavioral IPS.
 - Additional deposits to portfolio are expected each year from business earnings.
 - Diversity of investment managers is important.
 - Low Trust in Aggressive hedgefunds.

Client's Investment Experience:

Extensive experience from being a financial advisor and investor.

Client's Investment Knowledge and Education:

Formal training; all knowledge gained through personal experience and prior financial advice.

Understanding of Investment Markets:

High level of understanding through personal experience and prior financial advice.

Views on Investment Markets:

At the present, it is a good time to invest in the investment markets.

Other relevant information:

(i) You have 3 children which will each receive an equal share of the estate when the youngest reaches age 35. (ii) There is one other investment account currently advised by Scott Financial Advisors in Atlanta, Georgia.

Asset Class Diversification

Investment of the funds shall be made in the following categories:

A. Primary Asset Classes to be Considered

Cash

Cash or money market products are considered to have the lowest risk of the three main asset classes. Although these products cannot be relied upon for capital growth, they do pay current short-term interest rates and protect your principal.

Fixed Income

Fixed income investments, or bonds, represent a source of regular income, offer the potential for capital gains and add portfolio stability, diversity and provide balance to your more volatile stock investments. They can also provide interest income to help meet your income needs. By their very nature they generally have less risk than the more volatile equities but this means lower expected returns. However, we wish to be clear that fixed income investments do carry some risk and therefore capital losses can be realized at times.

Fixed income investments can include corporate, government and international bonds, zero-coupon bonds, high-yield bonds, municipal bonds, mortgage backed securities, etc. This may also include mutual funds and other vehicles which invest in these types of securities.

All bonds, however, are not the same. Two main characteristics are used to describe the different types of bonds. Every bond is defined in terms of its maturity (length in terms of years the bond has been issued) and quality (creditworthiness to pay back the money borrowed). The shorter the maturity and the higher the quality of the bond, the safer and less volatile it will be. These factors will be taken into account in managing the overall risk and returns in your portfolio against the stated objectives.

Equities

Equity investments, or stocks, hold the greatest promise for capital appreciation, which makes them ideal for long-term goals, such as saving for retirement or a child's education. But because stocks can experience fluctuations in price, it is important to counter some of their higher volatility and risk with both fixed income investments and cash equivalent securities.

Stocks are generally investments in which an ownership interest is purchased in a company or entity in the hopes of receiving a dividend payment and/or realizing an appreciation in the value of that investment. This includes investments in common and preferred stocks, convertible bonds, and pooled investment vehicles, such as open- or closed-end mutual funds which invest in these kinds of securities. Such investments may include any size, domestic or foreign stock.

Sector Allocation

Sector allocation is essentially taking your asset allocation decision one step further. The diversity and depth of the asset allocation decision can extend into a more detailed break down of each asset class. For example, growth is often classified according to industry sector (technology, health care), market capitalization size (small-cap/mid-cap/large-cap), or by region (Europe, Asia). The sector allocation will be based on your Portfolio Risk Tolerance.

Alternative Investments

Alternative Investments cover non-traditional financial investments such as real estate, certain limited partnership interests, so-called hedge fund strategies, and many other investments which would not fall under the descriptions above.

These descriptions are intended to provide a basic understanding between you and the Advisor of the types of investments which will be made. The above lists are not meant to be exhaustive, and are by no means all-inclusive.

B. Permitted Investment Categories

- a. Cash and cash equivalents, including money market funds
- b. Bonds (corporate, U.S. government, or foreign government)
- c. Bank certificates of deposit
- d. Stocks (U.S. and foreign-based companies)
- e. Real estate (REIT funds and direct investment vehicles such as limited partnerships)
- f. Secured bank loans, pooled accounts (commonly known as prime rate Trust)
- g. Alternative Investments (Long-short and market neutral funds, managed futures portfolios, and fund-of-fund strategies)
- h. No-load annuities or load contracts previously purchased by you
- i. Other:
- j. Other:

C. Excluded Categories for Investment

- a. Exchange-Linked Notes / CDs
- b. Individual Tax-Free Bonds
- c. Exchange Traded Funds
- d. Other:

D. Minimum Number of Investment Categories

At all times there must be a minimum of 4 investment categories represented among the investment portfolio assets. There shall be no maximum limit to the number of categories.

Marketability of Portfolio Assets

Unless otherwise agreed, a maximum effort will be made to invest in marketable securities that may be readily converted to cash, subject to market fluctuations. By their very nature some assets are more or

less liquid than others. Examples of illiquid assets include, but are not limited to, limited partnerships, hedge funds annuity contracts and bank certificates of deposit.

Foreign Exposure for Portfolio

Foreign assets form an important part of any well diversified portfolio. Having foreign assets in the portfolio provides diversification because at any given time a majority of attractive investments lie outside United States . It is not uncommon to have numerous foreign markets increasing in value while United States markets are decreasing in value and vice versa. In addition, the foreign currency fluctuations will also positively and negatively impact the value of the portfolio from time to time. However, this will also help to protect your purchasing power.

You must understand that it is nearly impossible to consistently forecast the short-term direction of a particular market. For this reason, the Advisor recommends that part of your fixed income and equity portfolio have foreign exposure to lower your risk.

Manager Selection for Portfolio Investments

While decisions about asset allocation are the most important decisions to be made about your portfolio, we also evaluate the investment managers for each asset class on an ongoing basis. Also, we look to achieve diversification by holding a variety of securities with different investment styles, such as value and growth for equity funds.

We review each manager's ability to deliver consistent returns within their asset class in a cost effective and tax-efficient manner. It does need to be recognized all investments go through cycles and, therefore, there will be periods of time when specific managers fail to meet their expected performance targets. Understanding that no manager is perfect all the time and that good years help to make up for bad ones, you acknowledge the principle that managers must be given an opportunity to make up for poor periods and that unless there are extenuating circumstances. Patience will often prove appropriate when performance has been disappointing.

Reporting for Portfolio Investments

After you open your account and we receive the money you wish to invest, we place purchase order or "trades" through our custodian for the various asset class funds that make up your chosen portfolio. After we complete the trades you will receive trade confirmations showing the number of units, trade date, price per unit and other pertinent data regarding your purchases. You should store these statements in the binder we provide you.

Portfolio Investment Rebalancing Procedures

From time to time, market conditions may cause the Portfolio's investment in various asset classes to vary from the established allocation. To remain consistent with the asset allocation guidelines established by this Behavioral IPS, each asset class in which the Portfolio invests shall be reviewed on a quarterly basis by the Advisor and rebalanced back to the recommended weighting as necessary.

A disciplined adherence to a rebalancing policy takes the emotion out of the otherwise difficult asset allocation decisions when equity markets are declining.

Generally, the Advisor will only recommend re-balancing when the holdings drift above or below the target allocation by more than 5 to 7% on an individual pool basis. Transaction costs that you will bear will be considered in any rebalancing decision.

If at any time you have the opportunity to make subsequent investments into your Portfolio with new cash the Advisor will use this as an opportunity to rebalance your Portfolio back to the target asset allocation mix. Similarly, the Portfolio will be re-balanced if you make withdrawals.

Adjustment in the Target Asset Allocation

The asset allocation indicates both an initial target allocation and a range for each broad investment category. From time to time, based on changing economic circumstances and the various relative investment opportunities as perceived by the Advisor, it may be desirable to make changes in the target allocation. The Advisor may determine such changes, as long as they are within the acceptable ranges, also listed previously. The Advisor will discuss with you any significant changes that are recommended to the Portfolio investment allocation.

Tax Optimization of Portfolio

Ongoing tax-planning is integral to sound investment management. Having determined the recommended asset mix for your portfolio from an investment perspective, we can then go one step further and optimize it from a tax perspective. If appropriate, the Advisor will review your taxable assets under management in order to generate "tax losses." The Advisor will utilize, among other funds, index and "passive" asset class investments. These investment vehicles, by nature, incorporate low turnover strategies. The net effect of low portfolio turnover can be a reduction in annual capital gains realization. In addition, the Advisor will appropriately allocate the investments across your various accounts (general investment, retirement, spouse, children etc). This may mean different rates of returns will be achieved over time in different accounts.

Inflation

Inflation is often viewed as a threat because of the potential loss of purchasing power you will experience if your investment return fails to keep pace with the rate of inflation. That is why it is important to understand your "real" rate of return, which is the return on an investment in excess of inflation.

Liquidity of Portfolio

You have determined that any expenditure that is required to be met from time-to-time will be made, as needed, through liquidation of assets in the Portfolio and/or through available cash. You do not need to maintain cash balances among the Portfolio assets except as needed for investment reasons.

Pegasus Financial Services

Pegasus Financial Services, is responsible for assisting you in making an appropriate asset allocation decision based on your financial circumstances, Quality Life goals and financial personality, including the ability to tolerate portfolio volatility.

Pegasus Financial Services ,is an SEC Registered Investment Advisor and shall act as the investment advisor for you until you decide otherwise.

Pegasus Financial Services, shall be responsible for:

- A. Advising you about selecting and allocating asset categories;
- B. Identifying specific assets and investment managers within each asset category;
- C. Providing you with up to date and relevant information for making decisions about each asset class, fund manager and any other relevant information to the making of investment decisions;
- D. Monitoring the condition, suitability, and performance of all selected assets;
- E. Recommending changes as necessary to any of the above;
- F. Meeting with you periodically, as agreed upon in the Client Advisory Agreement and being available at such other times within reason as the Investor requests;
- G. Preparing and presenting appropriate performance reports on a regular basis for you and your other professional advisors.

Pegasus Financial Services, will not take title to any assets. Pegasus Financial Services will exercise discretionary control over certain assets as agreed upon in the Client Advisory Agreement. Pegasus Financial Services shall be responsible to make and implement investment decisions as outlined in this Behavioral IPS.

Investor

You shall provide Pegasus Financial Services in writing on an annual basis with all correct up to date and relevant information on financial circumstances and net worth. Further, you shall notify Pegasus Financial Services promptly of any changes to this information that may occur during that year. You should read and understand the information contained in the prospectus of each investment in the Portfolio and any disclosure documents provided to you. Again, please remember that past performance is not an indication of future performance.

Implementation and Adoption

By signing below I as the Investor acknowledge that this Behavioral Investment Policy Statement to the best of my knowledge accurately reflects my financial personality, investment objectives and financial situation as they relate to the investment of assets included in this process.

I understand that it is in my best interest to keep you informed of any changes in my Quality Life goals and financial circumstances so Pegasus Financial Services can determine whether it is necessary to make any changes to my Portfolio.

I understand a review and modification of this Behavioral IPS is possible. A new Behavioral IPS prepared by Pegasus Financial Services must be authorized by me in writing, prior to account holdings being affected by requested changes.

Adopted by the below signed Investor at _____ this _____ day of _____, _____.

Printed Name of Investor and Capacity

Signature of Investor

Printed Name of Investor and Capacity

Signature of Investor

Printed Name of Investor and Capacity

Signature of Investor

(Advisor Name)

on behalf of

(Advisory Firm Name)

(Date)