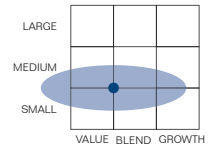




# THE HENSSLER EQUITY FUND

## Equity Fund Information

Information as of March 31, 2017, unless otherwise noted



### Morningstar Rating™:



Overall Morningstar Rating when rated against 1,248 Large Blend funds

Morningstar proprietary ratings reflect historical risk-adjusted performance as of March 31, 2017. The Overall Morningstar rating for a fund is derived from a weighted average of the performance figures associated with its three-, five- and 10-year (if applicable) Morningstar Rating metrics.

### Fund Information:

NAV \$5.99  
Symbol HEQFX

### Investment Concentration:

An exposure to predominantly Mid- and Small-Cap companies combined with a blend of both growth and value securities.

### Investment Objective:

The Fund's investment objective is to seek growth of capital.

### Fund Distributor:

ALPS Distributors, Inc.  
P.O. Box 8796  
Denver, Colorado 80201  
1-800-936-FUND (3863)

### Fund Adviser:

Henssler Asset Management, LLC  
3735 Cherokee Street  
Kennesaw, Georgia 30144  
funds@henssler.com

### Total Expense Ratio:

1.48%

### Sales Fee:

None

### Contact:

770-429-9166

### Annualized Performance:

	1 YEAR	3 YEARS	5 YEARS	10 YEARS	15 YEARS	SINCE INCEPTION
HEQFX.....	11.75%	6.97%	10.22%	6.36%	5.97%	6.29%
S&P 500 <sup>†</sup> .....	17.17%	10.35%	13.28%	7.50%	7.09%	6.06%
S&P Mid 400 <sup>††</sup> ....	20.91%	9.34%	13.28%	8.94%	9.52%	10.16%

The performance data quoted represents past performance. Past performance does not guarantee future results, and current performance may be lower or higher than the performance quoted. To obtain current performance as of the most recent month-end, please call 1-800-936-FUND. Both the return from and the principal value of an investment in the fund will fluctuate so that any investor's shares, when redeemed, may be worth more or less than their original cost.

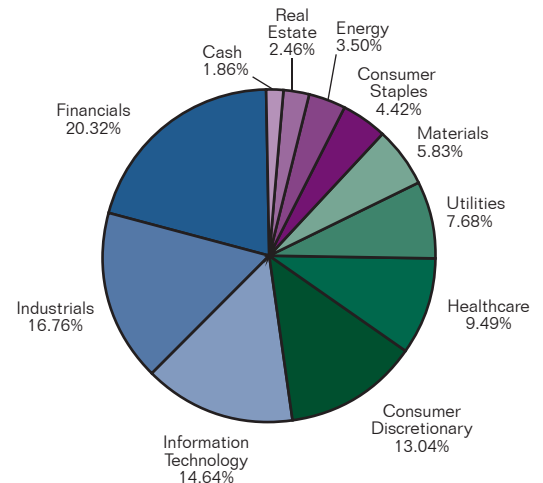
As of August 25, 2016, The Fund's benchmark is the S&P Mid-Cap 400 Index, a market capitalization weighted index of mid-sized companies. Prior to June 30, 2015 The Fund's benchmark was the S&P 500 Index, a capitalization-weighted index of 500 Large-Cap stocks. Both indices are unmanaged and it is not possible to invest directly in the indices.

### Top Ten Holdings\*:

Security	% Assets
American Fin'l Group, Inc.	2.54%
Universal Corp.	2.51%
Williams-Sonoma, Inc.	2.29%
Landstar System	2.28%
Lincoln Electric Holdings	2.28%
Teleflex, Inc.	2.25%
Avery Dennison Corp.	2.24%
Big Lots	2.23%
Varian Medical Sys., Inc.	2.22%
IPG Photonics Corp.	2.21%

\*Subject to change

### Portfolio Composition:



### Fund Statistics:

	Beta <sup>†</sup>
HEQFX.....	0.83
S&P 500 <sup>†</sup> .....	1.00
S&P Mid-Cap 400 <sup>†</sup> .....	1.03

### Fund Management:

#### PORTFOLIO MANAGERS:

\*\* Gene W. Henssler, Ph.D.; BS Wayne State University, MBA and Ph.D. University of Michigan. Dr. Henssler is a former professor of finance and has worked as an investment manager and consultant for more than 50 years.

\*\* William G. Lako, Jr., CFP®; BBA Kennesaw State University. Mr. Lako has worked in investment management and financial planning for more than 20 years.

\*\* Troy L. Harmon, CFA, CVA; BBA Kennesaw State University. Mr. Harmon has worked in investment management and financial analysis for more than 10 years.

#### INVESTMENT PROCESS:

Team approach involving all Analysts and Portfolio Managers. Invests only in financially strong companies, predominantly Small- and Mid-Cap. Diversified in at least 10 of the 11 Standard & Poor's 500 sectors.

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\*\* Registered Representative of ALPS Distributors, Inc.

Lighting the Way

## Current Strategy

### Security Selection Criteria:

The Henssler Equity Fund purchases high-quality, individual common stocks that are generally rated at least "A" by Value Line for financial strength, "A-" by Standard & Poor's for earnings and dividend quality, or "2" by Value Line for safety. The greatest risk to many clients' portfolios is the potential bankruptcy of any company whose stock they hold. Our firm's strategy seeks to manage client risk by using established stock ratings to guide purchases.

### Fund Performance:

During the quarter ending March 31, 2017, total return for The Henssler Equity Fund was up 1.87% versus the S&P 500<sup>†</sup>, which was up 6.07%. and the S&P Mid-Cap 400<sup>††</sup>, which was up 3.94%. The Fund benefited from strong performance in the Industrials, Utilities and Energy sectors.

For the year ending March 31, 2017, the total return for The Henssler Equity Fund was up 11.75% versus the S&P 500<sup>†</sup>, which was up 17.17% and the S&P Mid-Cap 400<sup>††</sup> which was up 20.91%. The Fund benefited from strong performance in the one-year period in the Real Estate, Utilities and Telecommunications sectors.

The Fund experienced an intentional change in investment style from large company stocks to small- and mid-sized company stocks, according to market capitalization. The proper performance benchmark is, therefore, mixed between the S&P 500 and S&P 400 indices. Longer term returns are best measured against the S&P 500 while shorter term performance should be measured against the S&P 400.

## Disclosures:

This does not constitute an offer to sell shares of The Henssler Equity Fund (The Fund). Offers to sell shares of The Fund may only be made by The Fund's prospectus. **An investor should always consider investment objectives, risks, charges, and expenses of The Fund carefully before investing. To obtain a prospectus, which contains this and other information, please call 1-800-936-FUND, write to The Henssler Funds, Inc., P.O. Box 8796, Denver, CO 80201, or visit [www.henssler.com](http://www.henssler.com). Please read the prospectus carefully before investing or sending money.**

**The Henssler Equity Fund is distributed by ALPS Distributors, Inc. All sales of The Fund shares are subject to approval of ALPS Distributors, Inc., Denver, CO or Henssler Asset Management, LLC, Kennesaw, GA.**

There are risks associated with investing including possible loss of principal. The value of stocks selected for The Fund's portfolio or the overall stock market may decline over short or extended periods. Foreign investing involves special risks, such as, currency fluctuations and political uncertainty. Funds that emphasize investments in smaller companies generally will experience greater price volatility.

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Morningstar proprietary ratings reflect historical risk-adjusted performance as of March 31, 2017 For each fund with at least a three-year history, Morningstar calculates a Morningstar Rating<sup>™</sup> based on a Morningstar Risk-Adjusted Return measure that accounts for variation in a fund's monthly performance (including the effects of sales charges, loads, and redemption fees), placing more emphasis on downward variations and rewarding consistent performance. The top 10% of funds in each category receive 5 stars, the next 22.5% receive 4 stars, the next 35% receive 3 stars, the next 22.5% receive 2 stars and the bottom 10% receive 1 star. (Each share class is counted as a fraction of one fund within this scale and rated separately, which may cause slight variations in the distribution percentages.) The Overall Morningstar Rating for a fund is derived from a weighted average of the performance figures associated with its three-, five- and ten-year (if applicable) Morningstar Rating metrics. The Henssler Equity Fund was rated against the following numbers of U.S.-domiciled Large Blend funds over the following time periods: 1,248 funds in the last three years, 1,113 funds over the past five-years and 822 funds over the

### Market Commentary

The year started strong with price momentum following on from 2016. Large company stocks outperformed Small-Cap and Mid-Cap company offerings with the S&P 500<sup>†</sup> appreciating 6.07% in the first three months of the year. The S&P Mid-Cap 400<sup>††</sup> and its small company counterpart, the S&P Small-Cap 600<sup>†††</sup> returned 3.94% and 1.05% respectively. Since the 2016 election, the three indices have appreciated significantly with the S&P 600 leading the pack with a return of 16.88% including dividends (11/8/16—3/31/17). During that same period, Mid-Cap companies rewarded their owners with a return of 14.38%, and Large-Cap companies, as represented by the S&P 500, have appreciated 11.34%, both returns reported including dividends.

Since the end of the first quarter, all of the aforementioned indices have pulled back by at least 1%. As always, it is difficult to say exactly what might cause this, but The Federal Reserve bumped interest rates higher by 0.25% in early March, while the U.S. Congress and President Trump hammered out minimal changes, but never missed an opportunity to display the obvious rifts that exist among all parties. Still, it feels like hope for regulatory changes is the floor that holds prices at current levels. Even military action, taken shortly after the quarter ended, didn't ruffle enough domestic feathers to force the market lower.

Currently, the main focus of our attention is market valuation. Looking at historical price ratios leads us to believe the market is selling at a premium somewhere between 20% and 25%. As always, we continue to monitor price levels and look for opportunities to provide value by investing in high quality, Small-Cap and Mid-Cap companies.

*past 10 years. With respect to these Large Blend funds, The Henssler Equity Fund received a Morningstar Rating of two stars for the three-year period, two stars for the five-year period and three stars for the 10-year period. The Henssler Equity Fund received an overall Morningstar rating of three stars. Past performance is no guarantee of future results.*

<sup>†</sup>The Standard & Poor's 500 Index is an unmanaged, market capitalization weighted index. Performance figures assume reinvestment of capital gains and dividends but do not include any fees or expenses.

<sup>††</sup>The S&P Mid-Cap 400<sup>®</sup> Index by S&P Dow Jones Industries is an unmanaged, market capitalization weighted index that measures the performance of mid-sized companies, reflecting the distinctive risk and return characteristics of this market segment.

<sup>†††</sup>The S&P Small-Cap 600<sup>®</sup> Index by S&P Dow Jones Industries is an unmanaged, market capitalization weighted index that measures the Small-Cap segment of the U.S. equity market, reflecting the distinctive risk and return characteristics of this market segment.

It is not possible to invest directly in the S&P 500, the S&P 400 or the S&P 600.

<sup>†</sup>Beta is a measure of risk. It measures the relationship between a fund's excess return over T-bills and the excess return of the benchmark index. Equity funds are compared with the S&P 500 index. By definition, the beta of the benchmark (in this case, an index) is 1.00. Accordingly, a fund with a 1.10 beta has performed 10% better than its benchmark index—after deducting the T-bill rate—than the index in up markets and 10% worse in down markets, assuming all other factors remain constant. Conversely, a beta of 0.85 indicates that the fund has performed 15% worse than the index in up markets and 15% better in down markets.

#### Definitions of Valuations:

##### Standard & Poor's Earnings & Dividend Rank

This is S&P's computerized measure of common stocks based mainly on 10-year earnings and dividend performance (not to be confused with S&P debt ratings). Rankings are as follows: A+ Highest; A High; A- Above Average; B+ Average; B Below Average; B- Lower; C Lowest; D In Reorganization; NR No ranking

##### Value Line Financial Strength Rating

A relative measure of financial strength of the companies reviewed by Value Line. The relative ratings range from A++ (strongest) down to C (weakest), in nine steps.

##### Value Line Safety Rank

A measurement of potential risk associated with individual common stocks. The Safety Rank is computed by averaging Value Line's Price Stability Index and the Financial strength Rating. Safety Ranks range from 1 (Highest) to 5 (Lowest). Conservative investors should try to limit their purchases to equities ranked 1 (Highest) and 2 (Above Average) for Safety.