

Item 1. Cover Page

Form ADV, Part 2A

**Disclosure Brochure
of
Beaird Harris Wealth Management, Inc.
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Dallas, TX 75251
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<http://www.bh-wm.com>
Dated: September 25, 2018**

This brochure provides information about the qualifications and business practices of Beaird Harris Wealth Management, Inc. If you have any questions about the contents of this brochure, please contact us at (972) 503-1040 or JacobK@bh-co.com. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission (“SEC”) or by any state securities authority. Registration with the SEC or any state securities authority does not imply a certain level of skill or training. Additional information about Beaird Harris Wealth Management, Inc. also is available on the SEC’s website at www.adviserinfo.sec.gov.

Item 2. Material Changes Summary

This brochure provides prospective clients with information about Baird Harris Wealth Management, Inc. that should be considered before or at the time of obtaining our advisory services.

There have been no material changes to our brochure since the March 30, 2017 annual amendment filing. However, since that filing and the March 31, 2018 annual amendment filing, this brochure has been amended at Items 4 and 5 to clarify that Baird Harris Wealth Management, Inc. offers investment advisory services combined with financial planning services for one stated advisory fee, and no longer offers financial planning services on a separate stand-alone fee basis.

Each year we will deliver to you, by no later than April 30th, a free updated brochure that includes or is accompanied by a summary of material changes; or a summary of material changes and an offer to provide a copy of the updated brochure and how to obtain it.

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Item 4. Advisory Business

Firm Description

Beird Harris Wealth Management, Inc. (“Adviser”) has been operating as an investment advisory firm since 1996. Adviser primarily conducts its business under the name Beird Harris.

Principal Owner

Adviser’s principal owner and President is Patrick C. Beird.

Types of Advisory Services

Adviser is a fee-only Registered Investment Advisor that provides a variety of investment advisory and financial planning services to clients. Adviser provides investment advisory services, furnishes investment advice through consultations and furnishes advice to clients on matters not involving securities.

Adviser offers advice on the following types of investments: equity securities, corporate debt securities, commercial paper, certificates of deposit, municipal securities, and other investment company securities including variable life insurance, variable annuities, mutual fund shares, U.S. government securities and partnership investing.

Adviser provides general advice on all types of investments that are in the client’s portfolio when the client begins an advisory relationship with Adviser. It is not anticipated that Adviser will recommend new investments in any type of security that is not listed above.

From time to time, clients may hold securities for which Adviser does not recommend buy or sell transactions; however, due to either capital gains considerations, or the client’s instructions, the client may choose to hold the security and to have it considered in the client’s overall portfolio allocation. In such cases, Adviser will attempt to identify which category the security is most appropriately allocated to and will then consider it as part of that category when analyzing the client’s overall portfolio allocation and rebalancing needs.

Investment Advisory and Financial Planning Services

Adviser provides investment advisory services combined with initial and ongoing financial planning services.

The investment advisory services include continuous account monitoring, investment advice, and executing investment transactions based on the individual needs of the client. Adviser will design an investment strategy for each client based on asset allocation and using modern portfolio theory and will make investments for the client based on that strategy. ***See additional information under Item 8.***

The type of financial planning services and level of detail varies depending on the client’s objectives. In general, the initial and ongoing financial planning services (as applicable) address any or all of the following areas of concern:

- **Personal** – Family records, budgeting and debt management, personal liability, estate planning and financial goals.

- **Tax and Cash Flow** – Income tax and spending analysis and planning for past, current and future years. The impact of various investments on the client’s current income tax and future tax liability can be illustrated.
- **Death and Disability** – Cash needs at death, income needs of surviving dependents, estate planning and disability income analysis.
- **College Planning** – Review of escalating college costs and analysis of alternative strategies to best help the client accomplish his plans for college funding.
- **Retirement** – Analysis of current strategies and investment plans to help the client achieve his retirement goals.
- **Investments** – Analysis of investment alternatives and their effect on a client’s portfolio.

Adviser provides this service (as applicable) to individuals, high net worth individuals, pension, 401(K) and profit sharing plans, trusts, estates, charitable organizations, corporations and other business entities. Adviser manages advisory accounts on a discretionary basis. Account supervision is guided by the stated objectives of the client (i.e., ultra aggressive, aggressive growth, moderate growth, conservative growth, defensive, fixed income).

Adviser gathers required information through in-depth personal or telephone interviews. Information gathered includes client’s current financial status, future goals and attitudes towards risk. Adviser is not required to verify any information received from the client or the client’s other professionals. It is the responsibility of the client to promptly notify Adviser if there is ever any change in their financial situation or investment objectives. Adviser will rely on this information when preparing a written report for the client. Initial implementation of the plan recommendations is entirely at the client’s discretion.

Assets Under Management

As of December 31, 2017, Adviser’s total assets under management are as follows:

Discretionary Clients = \$971,215,744

Non-Discretionary Clients = \$56,847,727

Total = \$1,028,063,471

Miscellaneous

Retirement Rollovers - No Obligation/Conflict of Interest: A client or prospect leaving an employer typically has four options regarding an existing retirement plan (and may engage in a combination of these options): (i) leave the money in the former employer’s plan, if permitted, (ii) roll over the assets to the new employer’s plan, if one is available and rollovers are permitted, (iii) rollover to an Individual Retirement Account (“IRA”), or (iv) cash out the account value (which could, depending upon the client’s age, result in adverse tax consequences). Adviser may recommend an investor roll over plan assets to an IRA for which Adviser provides investment advisory services. As a result, Adviser and its representatives may earn an asset-based fee. In contrast, a recommendation that a client or prospective client leave their plan assets with their previous employer or roll over the assets to a plan sponsored by a new employer will generally result in no compensation to Adviser. Adviser therefore has an economic incentive to encourage a client to roll plan assets into an IRA that Adviser will manage, which presents a conflict of interest. To mitigate the conflict of interest, there are various factors that Adviser will consider before recommending a rollover, including but not limited to: (i) the investment options available in the plan versus the investment options available in an IRA, (ii) fees and expenses in the plan versus the fees and expenses in an IRA, (iii) the services and responsiveness of the plan’s investment professionals versus

those of Adviser, (iv) protection of assets from creditors and legal judgments, (v) required minimum distributions and age considerations, and (vi) employer stock tax consequences, if any. No client is under any obligation to roll over plan assets to an IRA advised by Adviser or to engage Adviser to monitor and/or advise on the account while maintained with the client's employer.

Use of Mutual Funds and Exchange Traded Funds: Many mutual funds and exchange-traded funds (ETFs) are available directly to the public. Thus, a prospective client can obtain many of the mutual funds and ETFs recommended and/or utilized by Adviser independent of engaging Adviser as an investment advisor. However, if a prospective client determines to do so, they will not receive Advisers' initial and ongoing investment advisory services.

Use of DFA Mutual Funds: The mutual funds sponsored by Dimensional Fund Advisors ("DFA") are generally only available through registered investment advisers. Adviser utilizes DFA mutual funds. Thus, if the client was to terminate Adviser's services, restrictions regarding transferability and/or additional purchases of, or reallocation among, DFA funds will apply.

Participant Directed Retirement Plans: Adviser offers to provide investment advisory and consulting services to participant directed retirement plans under the terms and conditions of a consulting agreement between Adviser and the plan. For such engagements, Adviser assists the Plan sponsor with the selection of an investment platform from which Plan participants make their respective investment choices, and, to the extent engaged to do so, also provides corresponding education to assist the participants with their decision making process.

Portfolio Activity: Adviser has a fiduciary duty to provide services consistent with the client's best interest. As part of its investment advisory services, Adviser will review client portfolios on an ongoing basis to determine if any changes are necessary based upon various factors, including, but not limited to, investment performance, fund manager tenure, style drift, account additions/withdrawals, and/or a change in the client's investment objective. Based upon these factors, there may be extended periods of time when Adviser determines that changes to a client's portfolio are neither necessary nor prudent. Of course, as indicated below, there can be no assurance that investment decisions made by Adviser will be profitable or equal any specific performance level(s).

Affiliated Accounting Firm: Adviser is affiliated with the accounting firm of Beaird Harris & Co. through common ownership and control. Client referrals made between the affiliated entities present conflicts of interest when the referrals result in additional fees and/or compensation received. Clients are therefore reminded that they under no obligation to use the services of any recommended professionals, including those associated with Beaird Harris & Co. *Please see additional information under Item 10.*

Chief Compliance Officer, Jacob King, remains available to address any questions that a client or prospective client has regarding the above.

Item 5. Fees and Compensation

Adviser's standard fee schedule for combined Investment Advisory and Financial Planning Services is as follows:

Investment Advisory and Financial Planning Fees

<u>Assets Under Management</u>	<u>Annual Fee</u>
Amount between \$0 - \$1,000,000	1.00%
Amount between \$1,000,000 - \$2,000,000	0.75%
Amount between \$2,000,000 - \$10,000,000	0.50%
Amounts in excess of \$10,000,000	Negotiable

Fees Generally

At Adviser's discretion, fees are waived, in whole or in part, for clients who are members of the families of Adviser's associated persons. In certain circumstances, fees and account minimums are negotiable and therefore, Adviser's fees can vary from client to client. Except as described in Item 7 below Adviser charges a minimum annual fee of \$5,000 per year for this service.

Fee Billing

Advisory clients will be invoiced in advance at the beginning of each calendar quarter. The advisory fee will generally be calculated by using the client's portfolio balance on the last trading day of the previous quarter. Clients with multiple accounts have the option to have all account balances aggregated for the purpose of applying the scale stated above. The annual amount calculated will be divided by four to arrive at the amount to be billed for the upcoming quarter. The initial quarterly bill will contain, in addition to the regular fee, a prorated amount for the prior quarter, which is the initial quarter for the account. At the agreement of both the client and Adviser, fees will be recalculated per diem if deposits to, or withdrawals from, any one account exceeds \$50,000.00 on any given day and causes a fee adjustment in excess of \$50.00.

Other Fees and Expenses

Adviser's fees do not include custodial fees or brokerage commissions or other transaction costs, if any, charged by client's custodian and broker. Adviser does not receive any compensation from charges assessed by the custodian. Mutual funds in which client's assets are invested charge additional advisory fees and other fees and expenses, as described in the applicable fund's prospectus.

See additional information under Item 12.

Termination of Advisory Agreement

A client agreement may be canceled at any time, by either party, for any reason upon receipt of written notice, except that a client may cancel within five business days of entering a written agreement with Adviser without payment of any fees or penalties. Upon termination of any account, any prepaid, unearned fees will be promptly refunded, and any earned, unpaid fees will be due and payable.

Item 6. Performance Based Fees and Side by Side Management

Adviser does not charge any performance based fees.

Item 7. Types of Clients and Minimum Requirements

Adviser generally provides investment advice to individuals, high net worth individuals, pension, 401(K) and profit sharing plans, trusts, estates, charitable organizations, corporations and other business entities. Adviser has certain minimum thresholds that have been established to allow Adviser to provide the high level of personal service and attention which we believe our clients deserve. Adviser prefers a minimum account size of \$500,000 and typically requires a minimum annual fee of \$5,000 for investment advisory services.

Adviser, in its sole discretion, will charge a lesser management fee and/or reduce or waive its aggregate account minimum and/or minimum annual fee based upon certain criteria (i.e. anticipated future earning capacity, anticipated future additional assets, dollar amount of assets to be managed, related accounts, account composition, negotiations with client, etc.). If a client maintains less than \$500,000 of assets under Adviser's management, and is subject to the \$5,000 annual minimum fee, they will pay a higher percentage annual fee than the 1.00% referenced in the above fee schedule. Further, Adviser, in its sole discretion, will reduce its annual minimum fee to \$3,500 for those individuals whom it perceives have enhanced future earnings/investing ability, including young professionals.

Item 8. Method of Analysis, Investment Strategies and Risk of Loss

Adviser employs a wide range of methods to manage portfolios and evaluate investments. Adviser primarily utilizes an investment approach based on Modern Portfolio Theory. Adviser bases its recommendations on asset allocation methods consistent with Modern Portfolio Theory. This method combines specific asset classes, which may behave differently from each other, into one portfolio for the purpose of reducing the overall portfolio's volatility. Adviser uses domestic and international equity asset classes and domestic and global fixed income asset classes. Adviser primarily uses no-load institutional mutual funds and/or exchange-traded funds (ETFs) to implement its recommendations. Adviser does not provide advice for buying or selling any individual equity security, other than open-ended mutual funds, except when the client requests our opinion.

Adviser analyzes mutual funds recommended to clients based on a fund's total operating expense ratio, portfolio turnover, investment objective and investment restrictions and limitations. Adviser typically recommends that clients invest in no-load funds advised by Dimensional Fund Advisors (DFA) or Vanguard that have low operating expenses, low portfolio turnover, below average capital gains distributions and a fundamental investment objective of investing primarily within a particular asset class. DFA funds generally are available for investment only by clients of Registered Investment Advisors who have been authorized by DFA to utilize their funds for the benefit of Adviser's clients. This means that you will not be able to make additional investments in DFA funds if you terminate your agreement with Adviser, except through another adviser authorized by DFA.

Adviser, in its sole discretion, will periodically recommend or execute transactions to rebalance client portfolios to more accurately reflect the target allocation that was originally agreed upon by the client and Adviser. When making investment decisions Adviser uses academic research, financial newspapers and magazines, annual reports, prospectuses, filings with the SEC and information obtained from historical performance database software (including that provided by Morningstar, Ibbotson, and Dimensional Fund Advisors). Before recommending such transactions, Adviser will consider the

economic effect of tax considerations and transaction costs and will only recommend rebalancing when Adviser believes the benefits outweigh the impact of transaction costs and taxes.

We believe in diversified asset class exposure obtained primarily through a diversified mix of low cost mutual funds that represent desired asset classes. Mutual funds and exchange-traded funds (ETFs) recommended by Adviser typically invest in some or all of the following types of securities:

- U.S. Stocks of any market capitalization
- Foreign Stocks, including Emerging Markets
- Investment Grade Fixed Income Securities
- Non-Investment Grade Fixed Income Securities
- U.S. Government and Government Agency Securities
- Derivatives
- Reinsurance Securities
- Real Estate Investment Trusts (Domestic and Foreign)

Principal Investment Strategies

Asset allocation models and specific funds recommended to clients typically are set forth in the client *Investment Objective Confirmation* letter. Adviser primarily recommends low cost mutual funds for the reason that mutual funds can provide a diversified portfolio that is designed to limit the impact of large fluctuations in values of individual stocks and bonds. Mutual funds do not offer protection from market volatility. At times, different funds are recommended or selected to modify current client portfolios. Upon the request of a client, Adviser may agree to provide a limited review of client assets for which we do not have discretionary authority in the context of the overall plan. Adviser invests for the long-term and does not engage in market timing.

Adviser generally does not recommend individual stocks or bonds, but certain exceptions will be made in cases where the stocks were obtained before becoming a client or are requested by the client. We monitor individual stock exposure in the overall portfolio.

We give advice and take action with respect to other clients that is often different from the advice, timing, and nature of action taken with respect to your account. Timing, allocation, and types of investments are determined in light of each client's personal situation.

Adviser typically uses long-term investment strategies to implement investment advice given to clients. In certain circumstances Adviser will utilize a dollar cost averaging strategy. A long-term purchase strategy generally assumes the financial markets will go up in the long-term, which may not be the case. There is also the risk that the segment of the market that you are invested in or perhaps just your particular investment will go down over time even if the overall financial markets advance. Purchasing long-term investments may involve an opportunity cost – that of “locking-up” assets that may be better utilized in the short-term for other investments.

Principal Investment Risks

Investing in securities involves risk of loss that clients should be prepared to bear. Risk refers to the possibility that you will lose money (both principal and any earnings) or fail to make money on an investment. Different types of investments involve varying degrees of risk, and it should not be assumed that future performance of any specific investment, including those recommended by Adviser, will be profitable. Adviser cannot guarantee that it will achieve a client's investment objective. Below are some of the more specific risks of investments which Adviser may recommend to clients:

- **Market Risk.** The prices of securities held by mutual funds in which clients invest may decline in response to certain events taking place around the world, including those directly involving the companies whose securities are owned by the Fund; conditions affecting the general economy; overall market changes; local, regional or global political, social or economic instability; and currency, interest rate and commodity price fluctuations. Investors should have a long-term perspective and be able to tolerate potentially sharp declines in market value.
- **Management Risk.** Adviser's investment approach may fail to produce the intended results. If the advisor's perception of the performance of a specific asset class or fund is not realized in the expected time frame, the overall performance of client's portfolio may suffer.
- **Equity Risk.** Equity securities tend to be more volatile than other investment choices. The value of an individual mutual fund or ETF can be more volatile than the market as a whole. This volatility affects the value of the client's overall portfolio. Small and mid-cap companies are subject to additional risks. Smaller companies may experience greater volatility, higher failure rates, more limited markets, product lines, financial resources, and less management experience than larger companies. Smaller companies may also have a lower trading volume, which may disproportionately affect their market price, tending to make them fall more in response to selling pressure than is the case with larger companies.
- **Fixed Income Risk.** The issuer of a fixed income security may not be able to make interest and principal payments when due. Generally, the lower the credit rating of a security, the greater the risk that the issuer will default on its obligation. If a rating agency gives a debt security a lower rating, the value of the debt security will decline because investors will demand a higher rate of return. As nominal interest rates rise, the value of fixed income securities held by the Fund is likely to decrease. A nominal interest rate is the sum of a real interest rate and an expected inflation rate.
- **Liquidity Risk.** Adviser may utilize mutual funds and/or ETFs that provide for limited liquidity, generally on a quarterly basis. If it is determined that the fund was no longer performing or if the client ever determined to transfer their account away from Adviser's management, the Fund may not be sold or transferred immediately. Rather, sale or transfer would need to await the quarterly permitted sale date. Moreover, the eventual net asset value for the Fund could be substantially different (positive or negative) than the Fund value on the date that the sale was requested.
- **Investment Companies Risk.** When a client invests in open end mutual funds or ETFs, the client indirectly bears its proportionate share of any fees and expenses payable directly to those funds. Therefore, the client will incur higher expenses, many of which may be duplicative. In addition, the client's overall portfolio may be affected by losses of an underlying fund and the level of risk arising from the investment practices of an underlying fund (such as the use of derivatives). ETFs are also subject to the following risks: (i) an ETF's shares may trade at a market price that is above or below their net asset value; (ii) the ETF may employ an investment strategy that utilizes high leverage ratios; or (iii) trading of an ETF's shares may be halted if the listing exchange's officials deem such action appropriate, the shares are de-listed from the exchange, or the activation of

market-wide “circuit breakers” (which are tied to large decreases in stock prices) halts stock trading generally. Adviser has no control over the risks taken by the underlying funds in which client invests.

- **Real Estate Investment Trust Risk.** To the extent that a client invests in REITs, it is subject to risks generally associated with investing in real estate, such as (i) possible declines in the value of real estate, (ii) adverse general and local economic conditions, (iii) possible lack of availability of mortgage funds, (iv) changes in interest rates, and (v) environmental problems. In addition, REITs are subject to certain other risks related specifically to their structure and focus such as: dependency upon management skills; limited diversification; the risks of locating and managing financing for projects; heavy cash flow dependency; possible default by borrowers; the costs and losses of self-liquidation of one or more holdings; the possibility of failing to maintain exemptions from securities registration; and, in many cases, relatively small market capitalization, which may result in less market liquidity and greater price volatility.
- **Derivatives Risk.** Mutual funds in a client’s portfolio may use derivative instruments. The value of these derivative instruments derives from the value of an underlying asset, currency or index. Investments in such mutual funds may involve the risk that the value of the fund’s derivatives may rise or fall more rapidly than other investments, and the risk that the mutual fund may lose more than the amount that it invested in the derivative instrument in the first place. Derivative instruments also involve the risk that other parties to the derivative contract may fail to meet their obligations, which could cause losses.
- **Inverse/Enhanced Market Risk.** Adviser may utilize long and short mutual funds and/or ETFs that are designed to perform in either an: (1) inverse relationship to certain market indices as an investment strategy and/or for the purpose of hedging against downside market risk; and (2) enhanced relationship to certain market indices as an investment strategy and/or for the purpose of increasing gains in an advancing market. There can be no assurance that any such strategy will prove profitable or successful.
- **Foreign Securities Risk.** Mutual funds in a client’s portfolio may invest in foreign securities. Foreign securities are subject to additional risks not typically associated with investments in domestic securities. These risks may include, among others, currency risk, country risks (political, diplomatic, regional conflicts, terrorism, war, social and economic instability, currency devaluations and policies that have the effect of limiting or restricting foreign investment or the movement of assets), different trading practices, less government supervision, less stringent accounting standards, less publicly available information, limited trading markets and greater volatility. To the extent that underlying funds invest in issuers located in emerging markets, the risk may be heightened by political changes, changes in taxation, or currency controls that could adversely affect the values of these investments. Emerging markets have been more volatile than the markets of developed countries with more mature economies.

Item 9. Disciplinary Information

Adviser has no material legal or disciplinary events to report.

Item 10. Other Financial Industry Activities and Affiliations

Adviser only provides investment advice and financial planning services.

The principal executive officer, Patrick C. Beaird, and other employees of Adviser are also employees of Beaird Harris & Co., an accounting firm. All overhead and salary expenses are shared with Beaird Harris & Co. Adviser reimburses Beaird Harris & Co. for all direct expenses incurred on behalf of Adviser as well as an agreed amount for indirect expenses, such as salaries, rent, supplies, and other costs. Advisory clients in need of accounting services may be referred to Beaird Harris & Co, for which they would pay separate and typical compensation. Similarly, accounting clients may be referred to Adviser for investment advisory services. **These referral arrangements present conflicts of interest when the recommendations would result in the receipt of additional compensation by either entity. Common employees of both Adviser and Beaird Harris & Co. have a further conflict of interest, when their recommendations would result in increases to their individual compensation. No client is obligated to use Beaird Harris & Co. for accounting services.**

While not a part of this person's principal business, a representative of Adviser is also an officer and director of IPC National Charitable Foundation, a public charity, which oversees the operations of several entities formed for charitable purposes. A conflict of interest is presented when Adviser's representative recommends the services of IPC National Charitable Foundation to Adviser's clients seeking to implement charitable planning strategies. Adviser's principal may also recommend Beaird Harris & Co., P.C., Adviser's affiliated CPA firm, to provide accounting services to IPC and/or the underlying charitable entities which it oversees, which also presents conflicts of interest. **Clients are therefore reminded that they are not under any obligation to accept a recommendation to use IPC's services.**

Adviser is a member, along with several other registered investment advisers, of Zero Alpha Group, L.L.C. ("ZAG"). Patrick C. Beaird, serves as Treasurer of ZAG. ZAG members are geographically diverse, and their executives meet regularly to share investment information, strategic and marketing plans and research related to Modern Portfolio Theory and passive investment management techniques. ZAG has also negotiated and can continue to negotiate with mutual fund companies and broker-dealers in an effort to obtain lower cost investment services on behalf of the members' respective clients. The members of ZAG are committed to structured, tax-managed investment strategies.

Patrick C. Beaird, in his individual capacity, is a shareholder (less than 1%) and Board member of Savant Capital Management ("Savant"), an SEC registered investment adviser and a member firm of ZAG. Other than his personal association with Savant, Adviser does not, in any manner whatsoever, have any business relationship with Savant relative to Adviser's investment advisory operations.

Patrick C. Beaird also maintains a position on the Board of Directors for the Association of Former Students with his alma mater, Texas A&M University. This appointment has allowed him to also serve on the investment committee of the Texas A&M Foundation which oversees an endowment fund. The University requires all directors to adhere to very strict no conflict of interest policies and nondisclosure agreements. Adviser's principal's involvement with the Board is voluntary and is not a part of his primary business.

Item 11. Code of Ethics, Interest in Client Transactions and Personal Trading

Code of Ethics

Adviser strives to maintain a responsible and ethical way of conducting business. All employees are bound to abide by the ethics standards set forth in our policy and handbook, adopted pursuant to the Investment Advisers Act of 1940. Employees are responsible for reporting their personal securities transactions regularly and reviewing the Code of Ethics at least annually. A copy of the Code of Ethics is available to all clients upon request.

Employees of Adviser who have obtained the Certified Financial Planner (CFP®) designation are bound by the CFP Board's *Standards of Professional Conduct*, which outline ethical and practice standards for CFP® professionals. Employees of Adviser who are a licensed Certified Public Accountant (CPA) are bound by the American Institute of Certified Public Accountants' *Code of Professional Conduct*. On behalf of Adviser, only our employees with a CFP® or CPA designation and bachelor's degree in relative fields are authorized to give advice to clients.

Participation or Interest in Client Transactions

Adviser does not recommend investments to clients in which Adviser or any of its principals have a material financial interest. Before proposing any such investment to a client, Adviser or its related person would be required to disclose any participation or interest in the transaction to the client and to obtain the approval of Adviser's Chief Compliance Officer in advance. However, no person associated with Adviser in this situation would be permitted to subordinate client interests to their own interests.

Personal Trading

Adviser employees are subject to the firm's Code of Ethics and must report their personal securities transactions to our Chief Compliance Officer for review on a regular basis to the extent required under the Investment Advisers Act of 1940. In some instances, Adviser's investment adviser representatives buy or sell shares of mutual funds that they also recommend to clients. It is Adviser's policy that no person employed by Adviser can purchase or sell any security prior to a transaction being implemented for an advisory account, thereby preventing employees from benefiting from transactions placed on behalf of advisory accounts. Adviser has adopted an Insider Trading Policy that prohibits its investment advisory representatives from trading on material non-public information.

Item 12. Brokerage Practices

Recommendations of Brokers

At the client's request, Adviser recommends that clients establish brokerage accounts with the Schwab Institutional division of Charles Schwab & Co., Inc. ("Schwab"), a registered broker-dealer, Member FINRA/SIPC® or Fidelity Investments ("Fidelity") to maintain custody of clients' assets and to effect trades for their accounts. Although Adviser recommends a particular broker, Adviser does not have discretion to select brokers without the client's consent and approval. When Adviser recommends a brokerage firm, Adviser considers the following factors: financial strength, reputation, execution capability and reliability of the software the broker-dealer provides to Adviser, quality and clarity of the broker-dealer's statements to clients, financial responsibility of the broker-dealer, the broker-dealer's responsiveness to Adviser and commission and transaction fees paid by the client.

Best Execution

Although the commission and transaction fees paid by the client shall comply with Adviser's duty to obtain best execution, a client may pay a commission higher than another broker-dealer might charge to effect the same transaction. Best execution does not mandate the lowest possible cost, but whether the transaction represents the best qualitative execution taking into consideration the full range of broker-dealer services including products, research, technology and responsiveness. Accordingly, Adviser will seek competitive rates, while it may not represent the lowest possible rate. Adviser has evaluated the full range of brokerage services offered by Schwab and Fidelity and considers them to have reliable execution capabilities, compared to other comparable brokers.

If a client wishes to direct Adviser to use a particular broker-dealer, other than Schwab or Fidelity, to execute trades for the client's account, the client should be aware that best execution may not be achieved, and the client may pay more in commissions than Adviser's other clients pay. Adviser will decline to direct trades to a particular broker-dealer if Adviser believes the use of such broker-dealer would impair Adviser's ability to advise its clients.

The broker-dealer, not Adviser, determines the commission rate and fees charged to clients. The broker-dealers generally do not charge separately for custody but are compensated by account holders through commissions or other transaction-related fees for securities trades that are executed through them or that settle into their accounts. These commissions and transaction fees are in addition to Adviser's investment advisory fees.

Non-Soft Dollar Research and Additional Benefits

Adviser does not enter into so-called "soft dollar arrangements," which occurs when the custodian provides Adviser monetary credit from transaction fees earned by the custodian, which are then used to purchase certain investment-related products on behalf of Adviser.

While as a fiduciary, Adviser endeavors to act in its clients' best interests, Adviser's recommendation that clients maintain their assets in accounts at a particular broker-dealer will be based in part on the benefit to Adviser of the availability of some of the foregoing products and services and not solely on the nature, cost or quality of custody and brokerage services provided by the broker-dealer, which presents conflicts of interest.

Although not a material consideration when determining whether to recommend that a client utilize the services of a particular broker-dealer/custodian, Adviser receives from Schwab and Fidelity (or could receive from other broker-dealer/custodians, unaffiliated investment managers, vendors, investment platforms, and/or product/fund sponsors) without cost (or at a discount) support services or products, certain of which assist Adviser to better monitor and service client accounts maintained at such institutions. The support services that Adviser receives can include: investment-related research, pricing information and market data, software and other technology that provide access to client account data, compliance or practice management-related publications, discounted or free consulting services, discounted or free travel and attendance at conferences, meetings, and other educational and/or social events (which can also include transportation and lodging), marketing support, computer hardware and software or other products used by Adviser in furtherance of its investment advisory business operations. As referenced above, certain of the support services and/or products that Adviser can receive may assist Adviser in managing and administering client accounts. Others do not directly provide such assistance, but rather assist Adviser to manage and further develop its business enterprise. The receipt of these

support services and products present conflicts of interest, because Adviser has the incentive to recommend that clients utilize Schwab and Fidelity as a broker-dealer/custodian based upon its interest in continuing to receive the above-described support services and products, rather than based on a client's particular need. However, Adviser's clients do not pay more for investment transactions effected and/or assets maintained at Schwab and Fidelity as a result of these arrangements. There is no corresponding commitment made by Adviser to Schwab, Fidelity, or any other entity to invest any specific amount or percentage of client assets in any specific mutual funds, securities or other investment products as a result of the above arrangements.

Directed Brokerage

Adviser recommends that its clients utilize the brokerage and custodial services provided by either Schwab or Fidelity. Adviser does not accept directed brokerage arrangements (when a client requires that account transactions be effected through a specific broker-dealer).

Order Aggregation

The vast majority of transactions effected by Adviser for client accounts are open-end mutual funds. Transactions for each client account generally will be effected independently. To the extent applicable relative to exchange listed equity purchases (ETFs), Adviser determines whether to purchase or sell the same securities for several clients at approximately the same time. In such situations, Adviser may (but is not obligated to) combine or "bunch" such orders when it believes that it might result in obtaining better price execution.

Item 13. Review of Accounts

Reviews

Investment Advisory Services: The securities in every client's account will be under continuous review. Client accounts will typically be reviewed at least quarterly. Accounts will be reviewed by Adviser's Portfolio Managers or Financial Advisors. Review may be triggered by material market, economic or political events, or by changes in the client's financial situation.

Financial Planning: Clients may arrange for a review of their plans. Plans will be reviewed by the President, Vice President, Portfolio Manager and/or Certified Financial Planner™ Professional.

Reports

Investment Advisory Services: Clients will receive quarterly statements from a third party custodian. In addition, the client can access their performance data and various reporting via secure Client Portal.

Item 14. Client Referrals and Other Compensation

Referrals of Other Professionals

The principal executive officers and other employees of Adviser are also employees of Beard Harris & Co., an accounting firm. Advisory clients in need of accounting services may be referred to Beard Harris & Co. **No client is obligated to use this firm for accounting services.** Accounting services are provided for separate and typical compensation. Beard Harris & Co. does not compensate Adviser for client referrals.

Adviser may provide advice regarding non-investment related matters, such as estate planning, tax planning, insurance, etc. Adviser does not serve as an attorney, accountant, or insurance agent, and no portion of Adviser's services should be construed as such. To the extent requested by a client, Adviser recommends the services of other professionals for certain non-investment implementation purposes (i.e. attorneys, accountants, insurance, etc.), including our affiliated CPA firm, Beird Harris & Co., P.C. **The client is under no obligation to engage the services of any such recommended professional.** The client retains absolute discretion over all such implementation decisions and is free to accept or reject any recommendation from Adviser. If the client engages any such recommended professional, and a dispute arises thereafter relative to such engagement, Adviser will seek to have all recourse pursued exclusively from and against the engaged professional and hold Adviser harmless.

Other Compensation

Adviser is a fee-only financial planning and independent advisory firm. Adviser does not receive commissions, service fees, 12b-1 fees or other compensation as a result of our recommendations or advice to a client.

Item 15. Custody

Adviser does not maintain physical custody of client funds or securities. Clients will receive quarterly account statements from their custodian and should review their account statements carefully. Performance reports are sent to all clients by Adviser periodically. Clients are urged to compare Adviser performance reports with custodial statements and to promptly report any issues. **Please Note:** The account custodian does not verify the accuracy of Adviser's advisory fee calculation. Adviser engages in other services on behalf of its clients that require disclosure on Form ADV Part 1, Item 9, which is the "Custody" section. These services are subject to an annual surprise CPA examination in accordance with the requirements of Rule 206(4)-2 under the Investment Advisers Act of 1940.

Item 16. Investment Discretion

Discretionary Authority for Trading

Adviser's clients enter into investment advisory agreements with Adviser under which clients typically grant Adviser discretionary authority over the client's account to determine the securities to be bought and sold, to place trades, to negotiate transactions costs on their behalf, where possible, and periodically to rebalance the client's account back to the recommended allocation. Adviser has no obligation to supervise or direct investments held in client accounts that were not recommended, or that are not subject to review, by Adviser for a fee. In some circumstances, Adviser agrees to arrangements with clients under which this authority is narrowed.

Limited Power of Attorney

Clients are required to grant a “Limited Power of Attorney” to Adviser over client’s custodial account for purposes of trading and fee deduction. The client grants this authority in the brokerage account application.

Item 17. Voting Client Securities

Adviser does not exercise proxy voting authority over securities held in clients' accounts. Each client retains proxy voting authority over the securities that are held in the client's account. Adviser promptly will forward to the client all proxy solicitation notices it receives that relate to securities held in the client's account. Thereafter, clients can, in their sole discretion and at their own expense, decide how to vote such proxies. Copies of our proxy voting policy are available, free of charge, upon the client's written request to Adviser. Clients may contact Adviser with any questions about a mutual fund proxy solicitation at the address on the cover page.

Item 18. Financial Information

Adviser does not solicit fees of more than \$1,200, per client, six months or more in advance.

We are not aware of any financial conditions that are reasonably likely to impair our fulfillment of our contractual commitments to our clients.

Adviser has not been the subject of a bankruptcy petition.

Adviser’s Chief Compliance Officer, Jacob B. King, CFP®, remains available to address any questions regarding this ADV Part 2A.