FORM ADV

UNIFORM APPLICATION FOR INVESTMENT ADVISER REGISTRATION AND REPORT BY EXEMPT REPORTING ADVISERS

Primary Business Name: JOURNEY STRATEGIC WEALTH LLC

Annual Amendment - All Sections

CRD Number: 310648

Rev. 10/2021

WA	ARNING: Complete this form truthfully. False statements or omissions may result in denial of your application, revocation of your registration, or criminal prosecution. You must keep this form updated by filing periodic amendments. See Form ADV General Instruction 4.
Iter	n 1 Identifying Information
info	ponses to this Item tell us who you are, where you are doing business, and how we can contact you. If you are filing an umbrella registration, the ormation in Item 1 should be provided for the filing adviser only. General Instruction 5 provides information to assist you with filing an umbrella istration.
Α.	Your full legal name (if you are a sole proprietor, your last, first, and middle names): JOURNEY STRATEGIC WEALTH LLC
В.	(1) Name under which you primarily conduct your advisory business, if different from Item 1.A. JOURNEY STRATEGIC WEALTH LLC
	List on Section 1.B. of Schedule D any additional names under which you conduct your advisory business.
	(2) If you are using this Form ADV to register more than one investment adviser under an umbrella registration, check this box \square
	If you check this box, complete a Schedule R for each relying adviser.
C.	If this filing is reporting a change in your legal name (Item 1.A.) or primary business name (Item 1.B.(1)), enter the new name and specify whether the name change is of \Box your legal name or \Box your primary business name:
D.	(1) If you are registered with the SEC as an investment adviser, your SEC file number: 801-119925
	(2) If you report to the SEC as an exempt reporting adviser, your SEC file number:
	(3) If you have one or more Central Index Key numbers assigned by the SEC ("CIK Numbers"), all of your CIK numbers:
	CIK Number
	1909316
	1909316

E.	(1) If you have a number ("CRD Number") assigned by the FINRA's CRD system or by the IARD system, your CRD number: 310648					
	If your firm does not	have a CRD number, skip this It	em 1.E. Do not provide the CRD	number of one of your officers, employees, or affiliates.		
	(2) If you have additional <i>CRD</i> Numbers, your additional <i>CRD</i> numbers: No Information Filed					
F.	 List on Section 1. business. If you a the state or state registered only w numbers of emple (2) Days of week that (2) Days of week that (3) Telephone number (201) 905-0070 (4) Facsimile number (5) What is the total 	use a P.O. Box): tet 1: T State: New Jersey a private residence, check this the F. of Schedule D any office, other are applying for registration, or a tes to which you are applying for with the SEC, or if you are report oyees as of the end of your most at you normally conduct business at this location: T er at this location, if any:	er than your principal office and are registered, with one or more registration or with whom you ar ing to the SEC as an exempt rep at recently completed fiscal year. Is at your principal office and place our principal office and place of b	ZIP+4/Postal Code: 07901 place of business, at which you conduct investment advisory state securities authorities, you must list all of your offices in re registered. If you are applying for SEC registration, if you are orting adviser, list the largest twenty-five offices in terms of re of business:		
G.	Mailing address, if dif	ferent from your principal office	and place of business address:			
	Number and Street 1	:	Number and Street 2	2:		
	City:	State:	Country:	ZIP+4/Postal Code:		

	If this address is a private i	residence, check this box:					
н.	If you are a sole proprietor,	state your full residence a	ddress, if different from yo	ur principal office and pla	ce of business address in Item 1.F	::	
	Number and Street 1:		Number and Str	eet 2:			
	City:	State:	Country:	ZIP+4/Postal	Code:		
						Yes	No
[.	Do you have one or more we and LinkedIn)?	ebsites or accounts on pub	blicly available social media	platforms (including, but	not limited to, Twitter, Facebook	۲	0
	Schedule D. If a website add without listing addresses for	dress serves as a portal th all of the other information able social media platforn	rough which to access othe on. You may need to list mo ns where you do not contro	r information you have po pre than one portal addres the content. Do not prov	e social media platforms on Sectio ublished on the web, you may list ss. Do not provide the addresses o vide the individual electronic mail (ns.	the port of websi	tal ites
J.	Chief Compliance Officer						
	(1) Provide the name and co information for your Chief C		•		<i>rting adviser</i> , you must provide th	e conta	ct
	Name: AMANDA COETZEE			Other titles, if any:			
	Telephone number: 6789434353			Facsimile number, if any			
	Number and Street 1: 223 WILMINGTON WEST Cl	HESTER PIKE		Number and Street 2: SUITE 216			
	City:	State:		Country:	ZIP+4/Postal Code:		
	CHADDS FORD	Pennsylva	nia	United States	19317		
	Electronic mail (e-mail) add	Iress, if Chief Compliance	Officer has one:				

ACOETZEE@VIGILANTLLC.COM

(2) If your Chief Compliance Officer is compensated or employed by any *person* other than you, a *related person* or an investment company registered under the Investment Company Act of 1940 that you advise for providing chief compliance officer services to you, provide the *person's* name and IRS Employer Identification Number (if any):

Name: VIGILANT COMPLIANCE LLC IRS Employer Identification Number:

K. Additional Regulatory Contact Person: If a person other than the Chief Compliance Officer is authorized to receive information and respond to questions about this Form ADV, you may provide that information here.

	Name: PENNY A PHILLIPS Telephone number: (201) 834-9624		Titles: CO-FOUNDER & PRESIDENT Facsimile number, if any:			
	Number and Street 1: 47 MAPLE STREET		Number and Street 2: SUITE 104			
	City: SUMMIT	State: New Jersey	Country: United States	ZIP+4/Postal Code: 07901		
	Electronic mail (e-mail) a PPHILLIPS@JOURNEYSW	address, if contact person has one I.COM				
					Yes	No
L.	•	all of the books and records you a principal office and place of bus		4 of the Advisers Act, or similar state law,	۲	0
	If "yes," complete Section	n 1.L. of Schedule D.				
М.	Are you registered with a	foreign financial regulatory autho	rity?		Yes O	NO ©
		ot registered with a foreign financia prity. If "yes," complete Section 1		ve an affiliate that is registered with a foreign	1	
					Yes	No
N.	Are you a public reporting	g company under Sections 12 or 1	5(d) of the Securities Exchange Act of	f 1934?	0	\odot
					Yes	No
0.		r more in assets on the last day of kimate amount of your assets:	your most recent fiscal year?		0	o
	C \$1 billion to less that	n \$10 billion				
	C \$10 billion to less th	an \$50 billion				
	C \$50 billion or more					

For purposes of Item 1.0. only, "assets" refers to your total assets, rather than the assets you manage on behalf of clients. Determine your total assets using the total assets shown on the balance sheet for your most recent fiscal year end.

P. Provide your Legal Entity Identifier if you have one:

A *legal entity identifier* is a unique number that companies use to identify each other in the financial marketplace. You may not have a *legal entity identifier*.

SECTION 1.B. Other Business Names

List your other business names and the jurisdictions in which you use them. You must complete a separate Schedule D Section 1.B. for each business name.

Name: MDL WEALTH MANAGEMENT

Jurisdictions

□ AL		🗖 NE	□ sc
ПАК			🗖 SD
□ AZ		🗖 NH	□ TN
□ AR	П KS	🔽 NJ	☑ TX
✓ CA	☑ KY	□ NM	🗖 UT
I ⊂ co		□ NY	□ vt
□ст	n me	☑ NC	□ vi
🗖 DE	□ MD	🗖 ND	VA VA
DC	□ MA	🗖 он	🗖 wa
₽ FL	MI MI	Пок	□ wv
☑ GA	□ MN	🗖 or	□ wi
🗖 GU	□ MS	🗖 РА	□ wy
Пні	П мо	🗖 PR	C Other:
ID ID	П МТ	RI	

SECTION 1.F. Other Offices

Complete the following information for each office, other than your <i>principal office and place of business</i> , at which you conduct investment advisory business. You must complete a separate Schedule D Section 1.F. for each location. If you are applying for SEC registration, if you are registered only with the SEC, or if you are an <i>exempt reporting adviser</i> , list only the largest twenty-five offices (in terms of numbers of <i>employees</i>).							
Number and Street 1:Number and Street 2:3201 DANVILLE BLVD.UNIT 180							
City: ALAMO	State: California	Country: United States	ZIP+4/Postal Code: 94506				
If this address is a private residence, check this bo	рх: 🗖						
Telephone Number: (415) 840-3099	Facsimile Number, if ar	y:					
If this office location is also required to be register investment adviser on the Uniform Branch Office R		•					
How many <i>employees</i> perform investment advisor 3	y functions from this office	e location?					
Are other business activities conducted at this offic	e location? (check all that	apply)					
(1) Broker-dealer (registered or unregistered)							
(2) Bank (including a separately identifiable dep \mathbf{V} (3) Insurance broker or agent	partment or division of a d	апк)					
\square (4) Commodity pool operator or commodity trac	ling advisor (whether regi	stered or exempt from registr	ation)				
□ (5) Registered municipal advisor							
\Box (6) Accountant or accounting firm							
\Box (7) Lawyer or law firm							
Describe any other <i>investment-related</i> business ac	tivities conducted from th	is office location:					
Complete the following information for each office, other than your principal office and place of business, at which you conduct investment advisory							

IARD - All Sections [User Name: acoetzeejourney, OrgID: 310648]

the SEC, or if you are an exempt reporting adviser, list only the largest twenty-five offices (in terms of numbers of employees).

Number and Street 1:		Number and Street 2:			
5825 DELMONICO DRIVE		SUITE 320			
City:	State:	Country:	ZIP+4/Postal Code:		
COLORADO SPRINGS	Colorado	United States	80919		
If this address is a private residence, check this box					
Telephone Number: 7194714774	Facsimile Number, if a	ny:			
If this office location is also required to be registered investment adviser on the Uniform Branch Office Reg		•			
How many <i>employees</i> perform investment advisory f 1	functions from this office	e location?			
Are other business activities conducted at this office	location? (check all that	apply)			
\square (1) Broker-dealer (registered or unregistered)					
\square (2) Bank (including a separately identifiable depart	tment or division of a b	ank)			
\square (3) Insurance broker or agent					
\square (4) Commodity pool operator or commodity tradir	ng advisor (whether regi	stered or exempt from registrat	ion)		
(5) Registered municipal advisor					
\square (6) Accountant or accounting firm					
🗖 (7) Lawyer or law firm					
Describe any other <i>investment-related</i> business activities conducted from this office location:					
Complete the following information for each office, o	ther than your <i>principal</i>	office and place of business, at	which you conduct investment advisory		
business. You must complete a separate Schedule D					
he SEC, or if you are an <i>exempt reporting adviser</i> , list only the largest twenty-five offices (in terms of numbers of <i>employees</i>).					

3/24/25, 1:55 PM	IARD - All Sec	tions [User Name: acoetzeejourney,	OrgID: 310648]
Number and Street 1: 13919 CARROLLWOOD VILLAGE		Number and Street 2: SUITE A	
City: TAMPA	State: Florida	Country: United States	ZIP+4/Postal Code: 33618
If this address is a private residence, cheo	k this box: \square		
Telephone Number: 8137204200	Facsimile Num	iber, if any:	
If this office location is also required to be investment adviser on the Uniform Branch	-	-	branch office location for a broker-dealer or RD Branch Number here:
How many <i>employees</i> perform investmen 2	t advisory functions from this	office location?	
 Are other business activities conducted at ☑ (1) Broker-dealer (registered or unregistered or unregistered) □ (2) Bank (including a separately identifties) □ (3) Insurance broker or agent □ (4) Commodity pool operator or commons □ (5) Registered municipal advisor □ (6) Accountant or accounting firm □ (7) Lawyer or law firm 	stered) iable department or division o	f a bank)	egistration)
Describe any other <i>investment-related</i> bu	siness activities conducted fro	m this office location:	
	Schedule D Section 1.F. for eac	ch location. If you are applyir	ness, at which you conduct investment advisory ng for SEC registration, if you are registered only with of numbers of <i>employees</i>).
Number and Street 1: 1600 UTICA AVENUE SOUTH		Number and Street 2 SUITE 900	2:

3/24/25, 1:55 PM	IARD - All S	IARD - All Sections [User Name: acoetzeejourney, OrgID: 310648]		
City: ST LOUIS PARK	State: Minnesota	Country: United States	ZIP+4/Postal Code: 55416	
If this address is a private residence,	check this box: \square			
Telephone Number: 6124129971	Facsimile Numbe	r, if any:		
If this office location is also required to investment adviser on the Uniform Br	-		branch office location for a broker-dealer or RD Branch Number here:	
How many <i>employees</i> perform invest 2	ment advisory functions from thi	s office location?		
Are other business activities conducted	ed at this office location? (check a	all that apply)		
🗹 (1) Broker-dealer (registered or ur	registered)			
\square (2) Bank (including a separately id	entifiable department or division	of a bank)		
(3) Insurance broker or agent				
\Box (4) Commodity pool operator or co	mmodity trading advisor (wheth	er registered or exempt from r	egistration)	
(5) Registered municipal advisor				
\square (6) Accountant or accounting firm				
\Box (7) Lawyer or law firm				
Describe any other investment-relate	d business activities conducted f	rom this office location:		
	ate Schedule D Section 1.F. for e	ach location. If you are applyir	ness, at which you conduct investment advisory ag for SEC registration, if you are registered only wit of numbers of <i>employees</i>).	
Number and Street 1: 1700 BAYBERRY COURT		Number and Street 2: SUITE 203		
City: RICHMOND	State: Virginia	Country: United States	ZIP+4/Postal Code: 23226	

If this address is a private residence, check this box: \Box					
Telephone Number: 804-525-9700	Facsimile Number, if any:				
	stered with FINRA or a <i>state securities authority</i> as a branch office location for a broker-dealer or ce Registration Form (Form BR), please provide the <i>CRD</i> Branch Number here:				
How many <i>employees</i> perform investment advisory functions from this office location? 3					
Are other business activities conducted at this of	office location? (check all that apply)				
(1) Broker-dealer (registered or unregistered)					
\Box (2) Bank (including a separately identifiable department or division of a bank)					
(3) Insurance broker or agent					
(4) Commodity pool operator or commodity trading advisor (whether registered or exempt from registration)					
C (5) Registered municipal advisor					
C (6) Accountant or accounting firm					
🗖 (7) Lawyer or law firm					
Describe any other investment-related busines	s activities conducted from this office location:				

SECTION 1.I. Website Addresses

List your website addresses, including addresses for accounts on publicly available social media platforms where you control the content (including, but not limited to, Twitter, Facebook and/or LinkedIn). You must complete a separate Schedule D Section 1.I. for each website or account on a publicly available social media platform.

Address of Website/Account on Publicly Available Social Media Platform: https://journeysw.com

Address of Website/Account on Publicly Available Social Media Platform: https://www.facebook.com/JourneySW

Address of Website/Account on Publicly Available Social Media Platform: https://www.journeyswadvisor.com

Address of Website/Account on Publicly Available Social Media Platform: https://www.linkedin.com/company/journeystrategicwealth/

SECTION 1.L. Location of Books and Records

Complete the following information for each location at which you keep your books and records, other than your *principal office and place of business*. You must complete a separate Schedule D, Section 1.L. for each location.

Name of entity where books and records are kept: GLOBAL RELAY COMMUNICATIONS

	Number and Street 1: 220 CAMBIE ST		Number and Street 2: 2ND FLOOR				
	City:	State:	Country:	ZIP+4/Postal Code:			
	VANCOUVER		Canada	V6B2M9			
	If this address is a private residence, check this box: \Box						
	Telephone Number:	Facsimile number,	if any:				
	8664846630	r deelinine manibely					
	This is (check one):						
	O one of your branch offices or affiliates.						
	 a third-party unaffiliated recordkeeper. 						
	O other.						
	Briefly describe the books and records kept at this location.						
	GLOBAL RELAY MAINTAINS EMAIL ARCHIVAL RECORDS. THEY HAVE MULTIPLE DEDICATED STANDALONE DATA CENTERS. THE DATA CENTERS						
	ARELOCATED IN GEOGRAPHICALLY DISPERSED LOCATIO	NS IN THE NORTHE	ASTERN UNITED STATES.				
https:	//crd.finra.org/lad/Content/PrintHist/Adv/Sections/crd iad AdvAllSections.a	spx?RefNum=85281135	371DC84C&viewChanges=&FLN	G PK=			

SECTION 1.M. Registration with Foreign Financial Regulatory Authorities

No Information Filed

Item 2 SEC Registration/Reporting Responses to this Item help us (and you) determine whether you are eligible to register with the SEC. Complete this Item 2.A. only if you are applying for SEC registration or submitting an annual updating amendment to your SEC registration. If you are filing an umbrella registration, the information in Item 2 should be provided for the *filing adviser* only. A. To register (or remain registered) with the SEC, you must check **at least one** of the Items 2.A.(1) through 2.A.(12), below. If you are submitting an annual updating amendment to your SEC registration and you are no longer eligible to register with the SEC, check Item 2.A.(13). Part 1A Instruction 2 provides information to help you determine whether you may affirmatively respond to each of these items. You (the adviser): (1) are a **large advisory firm** that either: (a) has regulatory assets under management of \$100 million (in U.S. dollars) or more; or (b) has regulatory assets under management of \$90 million (in U.S. dollars) or more at the time of filing its most recent annual updating amendment and is registered with the SEC; (2) are a **mid-sized advisory firm** that has regulatory assets under management of \$25 million (in U.S. dollars) or more but less than \$100 million (in U.S. dollars) and you are either: (a) not required to be registered as an adviser with the state securities authority of the state where you maintain your principal office and place of business; or (b) not subject to examination by the state securities authority of the state where you maintain your principal office and place of business;

Click **HERE** for a list of states in which an investment adviser, if registered, would not be subject to examination by the state securities authority.

- (3) Reserved
- (4) have your principal office and place of business **outside the United States**;
- (5) are **an investment adviser (or subadviser) to an investment company** registered under the Investment Company Act of 1940;
- (6) are an investment adviser to a company which has elected to be a business development company pursuant to section 54 of the Investment Company Act of 1940 and has not withdrawn the election, and you have at least \$25 million of regulatory assets under management;
- (7) are a **pension consultant** with respect to assets of plans having an aggregate value of at least \$200,000,000 that qualifies for the exemption in rule 203A-2(a);
- (8) are a **related adviser** under rule 203A-2(b) that *controls*, is *controlled* by, or is under common *control* with, an investment adviser that is registered with the SEC, and your *principal office and place of business* is the same as the registered adviser;

If you check this box, complete Section 2.A.(8) of Schedule D.

(9) are an adviser relying on rule 203A-2(c) because you expect to be eligible for SEC registration within 120 days;

If you check this box, complete Section 2.A.(9) of Schedule D.

(10) are a **multi-state adviser** that is required to register in 15 or more states and is relying on rule 203A-2(d);

If you check this box, complete Section 2.A.(10) of Schedule D.

(11) are an Internet adviser relying on rule 203A-2(e);

If you check this box, complete Section 2.A.(11) of Schedule D.

(12) have received an SEC order exempting you from the prohibition against registration with the SEC;

If you check this box, complete Section 2.A.(12) of Schedule D.

(13) are **no longer eligible** to remain registered with the SEC.

State Securities Authority Notice Filings and State Reporting by Exempt Reporting Advisers

C. Under state laws, SEC-registered advisers may be required to provide to *state securities authorities* a copy of the Form ADV and any amendments they file with the SEC. These are called *notice filings*. In addition, *exempt reporting advisers* may be required to provide *state securities authorities* with a copy of reports and any amendments they file with the SEC. If this is an initial application or report, check the box(es) next to the state(s) that you would like to receive notice of this and all subsequent filings or reports you submit to the SEC. If this is an amendment to direct your *notice filings* or reports to additional state(s), check the box(es) next to the state(s) that you would like to receive notice of this is an amendment to your registration to stop your *notice filings* or reports from going to state(s) that currently receive them, uncheck the box(es) next to those state(s).

Jurisdictions

AL II INE ISC AK IN NV SD AZ IA NH TN AR KS NJ TX CA KY MM UT CO LA NY VT CT ME NO VI DE MD ND VA FL MA OR WA GA MN VI VI DE MD ND WA FL MA OR WI GA MN VI WI FL MA OR WI GA MN WI WI HI MO PA WY				
Image: AZImage: ARImage: KSImage: AZImage: AZImage: AZImage: AZImage: AZImage: CAImage: AZImage: AZImage: AZImage: AZImage: AZImage: AZImage: AZImage: CAImage: AZImage: AZImage: AZImage: AZImage: AZImage: AZImage: AZImage: AZImage: CAImage: AZImage: A	🗖 AL	IL IL	☑ NE	☑ SC
ARKSNJTXCAKYNMUTCOLANYVTCTMENCVIDEMDNDVAFLMAOHWAFLMNVIVIGAMNORWIGUMSPAWY	🗖 АК	🗖 IN	□ NV	SD SD
Image: CA Image: KY Image: NM Image: UT Image: CO Image: LA Image: NY Image: VT Image: CT Image: ME Image: NY Image: VT Image: CT Image: NY Image: NY Image: VT Image: CT Image: NY Image: NY Image: NY	✓ AZ	П ІА	□ NH	Π TN
Image: CO Image: LA Image: NY Image: VT Image: CT Image: NE Image: VT Image: VT Image: DE Image: NE Image: NE Image: VT Image: DE Image: NE Image: NE Image: NE	🗖 AR	🔽 KS	IZ NJ	🗹 тх
CT ME NC VI DE MD ND VA DC MA OH VA FL MI OK VV GA MN OR VI GU MS PA VI	☑ CA	🗹 КҮ	NM NM	VT UT
I DE I MD I ND I VA I DC I MA I OH I WA I FL I MI I OK I WV I GA I MN I OR I WI I GU I MS I PA I WY	🗹 со	🗖 LA	✓ NY	VT VT
Image: DC Image: MA Image: MA <t< th=""><th>🗖 ст</th><th>🗖 ме</th><th>☑ NC</th><th>□ vi</th></t<>	🗖 ст	🗖 ме	☑ NC	□ vi
Image: FL Image: Minimized state Image: Minimized state Image: Minimized state Image: Minimized state Image: Gu Image: Minimized state Image: Minimized state Image: Minimized state Image: Minimized state Image: Gu Image: Minimized state Image: Minimized state Image: Minimized state Image: Minimized state Image: Gu Image: Minimized state Image: Minimized state Image: Minimized state Image: Minimized state Image: Gu Image: Minimized state Image: Minimized state Image: Minimized state Image: Minimized state Image: Gu Image: Minimized state Image: Minimized state Image: Minimized state Image: Minimized state Image: Gu Image: Minimized state Image: Minimized state Image: Minimized state Image: Minimized state Image: Gu Image: Minimized state Image: Gu Image: Minimized state Image: Minimized state Image: Minimized state Image: Minimized state Image: Minimized state	🗖 de	П мd	ND	VA VA
Image: GA Image: MN Image: GOR Image: MN <	☑ DC	MA MA	🗹 он	🗹 WA
□ GU □ MS □ PA ☑ WY	🗹 FL	MI MI	🗹 ок	□ wv
	🗹 GA	MN MN	☑ OR	₩I
✓ HI ✓ MO ✓ PR	🗖 GU	П мs	PA	₩Y
	☑ HI	MO	PR	

https://crd.finra.org/lad/Content/PrintHist/Adv/Sections/crd_iad_AdvAllSections.aspx?RefNum=85281135371DC84C&viewChanges=&FLNG_PK=

🗹 ID

🗖 RI

If you are amending your registration to stop your notice filings or reports from going to a state that currently receives them and you do not want to pay that state's notice filing or report filing fee for the coming year, your amendment must be filed before the end of the year (December 31).

SECTION 2.A.(8) Related Adviser

If you are relying on the exemption in rule 203A-2(b) from the prohibition on registration because you *control*, are *controlled* by, or are under common *control* with an investment adviser that is registered with the SEC and your *principal office and place of business* is the same as that of the registered adviser, provide the following information:

Name of Registered Investment Adviser

CRD Number of Registered Investment Adviser

SEC Number of Registered Investment Adviser

SECTION 2.A.(9) Investment Adviser Expecting to be Eligible for Commission Registration within 120 Days

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If you are relying on rule 203A-2(c), the exemption from the prohibition on registration available to an adviser that expects to be eligible for SEC registration within 120 days, you are required to make certain representations about your eligibility for SEC registration. By checking the appropriate boxes, you will be deemed to have made the required representations. You must make both of these representations:

- I am not registered or required to be registered with the SEC or a *state securities authority* and I have a reasonable expectation that I will be eligible to register with the SEC within 120 days after the date my registration with the SEC becomes effective.
- I undertake to withdraw from SEC registration if, on the 120th day after my registration with the SEC becomes effective, I would be prohibited by Section 203A(a) of the Advisers Act from registering with the SEC.

SECTION 2.A.(10) Multi-State Adviser

If you are relying on rule 203A-2(d), the multi-state adviser exemption from the prohibition on registration, you are required to make certain representations about your eligibility for SEC registration. By checking the appropriate boxes, you will be deemed to have made the required representations.

If you are applying for registration as an investment adviser with the SEC, you must make both of these representations:

IARD - All Sections [User Name: acoetzeejourney, OrgID: 310648]

□ I have reviewed the applicable state and federal laws and have concluded that I am required by the laws of 15 or more states to register as an investment adviser with the *state securities authorities* in those states.

I undertake to withdraw from SEC registration if I file an amendment to this registration indicating that I would be required by the laws of fewer than 15 states to register as an investment adviser with the *state securities authorities* of those states.

If you are submitting your *annual updating amendment*, you must make this representation:

Within 90 days prior to the date of filing this amendment, I have reviewed the applicable state and federal laws and have concluded that I am required by the laws of at least 15 states to register as an investment adviser with the *state securities authorities* in those states.

SECTION 2.A.(11) Internet Adviser

If you are relying on rule 203A-2(e), the Internet adviser exemption from the prohibition on registration, you are required to make a representation about your eligibility for SEC registration. By checking the appropriate box, you will be deemed to have made the required representation.

If you are applying for registration as an investment adviser with the SEC or changing your existing Item 2 response regarding your eligibility for SEC registration, you must make this representation:

I will provide investment advice on an ongoing basis to more than one client exclusively through an *operational interactive website*.

If you are filing an annual updating amendment to your existing registration and are continuing to rely on the Internet adviser exemption for SEC registration, you must make this representation:

I have provided and will continue to provide investment advice on an ongoing basis to more than one client exclusively through an *operational interactive website*.

SECTION 2.A.(12) SEC Exemptive Order

If you are relying upon an SEC *order* exempting you from the prohibition on registration, provide the following information:

Application Number:

803-

Date of order:

24/25, 1:55	5 PM IARD - All Sections [User Name: acoetzeejourney, OrgID: 310648]
Item	3 Form of Organization
If you	are filing an umbrella registration, the information in Item 3 should be provided for the filing adviser only.
Α.	How are you organized?
	C Corporation
	C Sole Proprietorship
	C Limited Liability Partnership (LLP)
	O Partnership
	Limited Liability Company (LLC)
	C Limited Partnership (LP)
	O Other (specify):
	If you are changing your response to this Item, see Part 1A Instruction 4.
	In what month does your fiscal year end each year? DECEMBER
C.	Under the laws of what state or country are you organized?
	State Country
	Delaware United States
	If you are a partnership, provide the name of the state or country under whose laws your partnership was formed. If you are a sole proprietor, provide the name of the state or country where you reside.
	If an an all and the life Theorem and David A. Taskanation A.

If you are changing your response to this Item, see Part 1A Instruction 4.

		Yes	s No
A.	Are you, at the time of this filing, succeeding to the business of a registered investment adviser, including, for example, a change of your structure or legal status (e.g., form of organization or state of incorporation)?	0	o
	If "yes", complete Item 4.B. and Section 4 of Schedule D.		
в.	Date of Succession: (MM/DD/YYYY)		
	If you have already reported this succession on a previous Form ADV filing, do not report the succession again. Instead, check "No." See Par Instruction 4.	t 1A	

SECTION 4 Successions

No Information Filed

Item 5 Information About Your Advisory Business - Employees, Clients, and Compensation

Responses to this Item help us understand your business, assist us in preparing for on-site examinations, and provide us with data we use when making regulatory policy. Part 1A Instruction 5.a. provides additional guidance to newly formed advisers for completing this Item 5.

Employees

If you are organized as a sole proprietorship, include yourself as an employee in your responses to Item 5.A. and Items 5.B.(1), (2), (3), (4), and (5). If an employee performs more than one function, you should count that employee in each of your responses to Items 5.B.(1), (2), (3), (4), and (5).

- A. Approximately how many *employees* do you have? Include full- and part-time *employees* but do not include any clerical workers.
 30
- B. (1) Approximately how many of the *employees* reported in 5.A. perform investment advisory functions (including research)?
 20
 - (2) Approximately how many of the *employees* reported in 5.A. are registered representatives of a broker-dealer?
 7
 - (3) Approximately how many of the *employees* reported in 5.A. are registered with one or more *state securities authorities* as *investment adviser representatives*?

18

(4) Approximately how many of the *employees* reported in 5.A. are registered with one or more *state securities authorities* as *investment adviser representatives* for an investment adviser other than you?

0

- (5) Approximately how many of the *employees* reported in 5.A. are licensed agents of an insurance company or agency?
 9
- (6) Approximately how many firms or other *persons* solicit advisory *clients* on your behalf?
 - 0

In your response to Item 5.B.(6), do not count any of your employees and count a firm only once – do not count each of the firm's employees that solicit on your behalf.

Clients

In your responses to Items 5.C. and 5.D. do not include as "clients" the investors in a private fund you advise, unless you have a separate advisory relationship with those investors.

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C. (1) To approximately how many *clients* for whom you do not have regulatory assets under management did you provide investment advisory services during your most recently completed fiscal year?

- (2) Approximately what percentage of your *clients* are non-*United States persons*?
 1%
- D. For purposes of this Item 5.D., the category "individuals" includes trusts, estates, and 401(k) plans and IRAs of individuals and their family members, but does not include businesses organized as sole proprietorships.

The category "business development companies" consists of companies that have made an election pursuant to section 54 of the Investment Company Act of 1940. Unless you provide advisory services pursuant to an investment advisory contract to an investment company registered under the Investment Company Act of 1940, do not answer (1)(d) or (3)(d) below.

Indicate the approximate number of your *clients* and amount of your total regulatory assets under management (reported in Item 5.F. below) attributable to each of the following type of *client*. If you have fewer than 5 *clients* in a particular category (other than (d), (e), and (f)) you may check Item 5.D.(2) rather than respond to Item 5.D.(1).

The aggregate amount of regulatory assets under management reported in Item 5.D.(3) should equal the total amount of regulatory assets under management reported in Item 5.F.(2)(c) below.

If a *client* fits into more than one category, select one category that most accurately represents the *client* to avoid double counting *clients* and assets. If you advise a registered investment company, business development company, or pooled investment vehicle, report those assets in categories (d), (e), and (f) as applicable.

Type of <i>Client</i>	(1) Number of <i>Client(s)</i>	(2) Fewer than 5 <i>Clients</i>	(3) Amount of Regulatory Assets under Management
(a) Individuals (other than high net worth individuals)	580		\$ 204,261,931
(b) High net worth individuals	333		\$ 3,488,949,150
(c) Banking or thrift institutions			\$
(d) Investment companies			\$
(e) Business development companies		1	\$
(f) Pooled investment vehicles (other than investment companies and business development companies)			\$
(g) Pension and profit sharing plans (but not the plan participants or government pension plans)			\$
(h) Charitable organizations	7		\$ 24,192,200

¹⁵

(i) State or municipal <i>government entities</i> (including government pension plans)		\$
(j) Other investment advisers		\$
(k) Insurance companies		\$
(I) Sovereign wealth funds and foreign official institutions		\$
(m) Corporations or other businesses not listed above	8	\$ 46,908,655
(n) Other:		\$

Compensation Arrangements

- E. You are compensated for your investment advisory services by (check all that apply):
 - $\mathbf{\overline{M}}$ (1) A percentage of assets under your management

☑ (2) Hourly charges

- \Box (3) Subscription fees (for a newsletter or periodical)
- ☑ (4) Fixed fees (other than subscription fees)
- (5) Commissions
- (6) *Performance-based fees*
- (7) Other (specify):

completing this Item.

Ite	m 5 Information About Your Advis	ory Business - Regulatory Assets Under Ma	nagement	
Re	gulatory Assets Under Manageme	nt		
				Yes No
F.	(1) Do you provide continuous and	regular supervisory or management services to	securities portfolios?	• •
	(2) If yes, what is the amount of yo	ur regulatory assets under management and to	al number of accounts?	
		U.S. Dollar Amount	Total Number of Accounts	
	Discretionary:	(a) \$3,753,655,801	(d) 3,289	
	Non-Discretionary:	(b) \$10,656,135	(e) 15	
	Total:	(c) \$ 3,764,311,936	(f) 3,304	
	Part 1A Instruction 5.b. explain	s how to calculate your regulatory assets under	management. You must follow these instruc	tions carefully when

(3) What is the approximate amount of your total regulatory assets under management (reported in Item 5.F.(2)(c) above) attributable to *clients* who are non-*United States persons*?

\$ 7,454,782

Item 5 Information About Your Advisory Business - Advisory Activities

Advisory Activities

- G. What type(s) of advisory services do you provide? Check all that apply.
 - ☑ (1) Financial planning services
 - ☑ (2) Portfolio management for individuals and/or small businesses
 - (3) Portfolio management for investment companies (as well as "business development companies" that have made an election pursuant to section 54 of the Investment Company Act of 1940)
 - (4) Portfolio management for pooled investment vehicles (other than investment companies)
 - (5) Portfolio management for businesses (other than small businesses) or institutional *clients* (other than registered investment companies and other pooled investment vehicles)
 - \Box (6) Pension consulting services
 - \Box (7) Selection of other advisers (including *private fund* managers)
 - \square (8) Publication of periodicals or newsletters
 - \Box (9) Security ratings or pricing services
 - □ (10) Market timing services
 - □ (11) Educational seminars/workshops
 - (12) Other(specify):

Do not check Item 5.G.(3) unless you provide advisory services pursuant to an investment advisory contract to an investment company registered under the Investment Company Act of 1940, including as a subadviser. If you check Item 5.G.(3), report the 811 or 814 number of the investment company or investment companies to which you provide advice in Section 5.G.(3) of Schedule D.

- H. If you provide financial planning services, to how many *clients* did you provide these services during your last fiscal year?
 - 0 O
 - 0 1 10
 - 11 25
 1
 - <u>c</u> 26 50
 - o 51 100
 - o 101 250
 - o 251 500
 - More than 500

If more than 500, how many? 696 (round to the nearest 500) In your responses to this Item 5.H., do not include as "clients" the investors in a private fund you advise, unless you have a separate advisory relationship with those investors.

		Yes	No
I.	(1) Do you participate in a <i>wrap fee program</i> ?	0	
	(2) If you participate in a wrap fee program, what is the amount of your regulatory assets under management attributable to acting as:		
	(a) sponsor to a wrap fee program		
	\$ (1) • • • • • • • • • • • • • • • • • • •		
	(b) portfolio manager for a <i>wrap fee program</i> ? \$		
	(c) <i>sponsor</i> to and portfolio manager for the same <i>wrap fee program</i> ? \$		
	If you report an amount in Item 5.I.(2)(c), do not report that amount in Item 5.I.(2)(a) or Item 5.I.(2)(b).		
	If you are a portfolio manager for a wrap fee program, list the names of the programs, their sponsors and related information in Section 5.1.(2) Schedule D.	2) of	
	If your involvement in a wrap fee program is limited to recommending wrap fee programs to your clients, or you advise a mutual fund that is through a wrap fee program, do not check Item 5.I.(1) or enter any amounts in response to Item 5.I.(2).	offer	ed
		offer Yes	
).			
I.	through a wrap fee program, do not check Item 5.I.(1) or enter any amounts in response to Item 5.I.(2).(1) In response to Item 4.B. of Part 2A of Form ADV, do you indicate that you provide investment advice only with respect to limited types of	Yes	No
	 through a wrap fee program, do not check Item 5.I.(1) or enter any amounts in response to Item 5.I.(2). (1) In response to Item 4.B. of Part 2A of Form ADV, do you indicate that you provide investment advice only with respect to limited types of investments? (2) Do you report <i>client</i> assets in Item 4.E. of Part 2A that are computed using a different method than the method used to compute your 	Yes O	No ©
	 through a wrap fee program, do not check Item 5.I.(1) or enter any amounts in response to Item 5.I.(2). (1) In response to Item 4.B. of Part 2A of Form ADV, do you indicate that you provide investment advice only with respect to limited types of investments? (2) Do you report <i>client</i> assets in Item 4.E. of Part 2A that are computed using a different method than the method used to compute your regulatory assets under management? 	Yes O	No ©
	 through a wrap fee program, do not check Item 5.I.(1) or enter any amounts in response to Item 5.I.(2). (1) In response to Item 4.B. of Part 2A of Form ADV, do you indicate that you provide investment advice only with respect to limited types of investments? (2) Do you report <i>client</i> assets in Item 4.E. of Part 2A that are computed using a different method than the method used to compute your regulatory assets under management? 	Yes O O	No ©
	 through a wrap fee program, do not check Item 5.I.(1) or enter any amounts in response to Item 5.I.(2). (1) In response to Item 4.B. of Part 2A of Form ADV, do you indicate that you provide investment advice only with respect to limited types of investments? (2) Do you report <i>client</i> assets in Item 4.E. of Part 2A that are computed using a different method than the method used to compute your regulatory assets under management? Separately Managed Account <i>Clients</i> (1) Do you have regulatory assets under management attributable to <i>clients</i> other than those listed in Item 5.D.(3)(d)-(f) (separately 	Yes O O Yes	No © No
ј. К.	 through a wrap fee program, do not check Item 5.I.(1) or enter any amounts in response to Item 5.I.(2). (1) In response to Item 4.B. of Part 2A of Form ADV, do you indicate that you provide investment advice only with respect to limited types of investments? (2) Do you report <i>client</i> assets in Item 4.E. of Part 2A that are computed using a different method than the method used to compute your regulatory assets under management? Separately Managed Account <i>Clients</i> (1) Do you have regulatory assets under management attributable to <i>clients</i> other than those listed in Item 5.D.(3)(d)-(f) (separately managed account <i>clients</i>)? 	Yes O O Yes	No ©

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	(3) Do you engage in derivative transactions on behalf of any of the separately managed account <i>clients</i> that you advise?	0	o
	If yes, complete Section 5.K.(2) of Schedule D.		
	(4) After subtracting the amounts in Item 5.D.(3)(d)-(f) above from your total regulatory assets under management, does any custodian hold ten percent or more of this remaining amount of regulatory assets under management?	©	0
	If yes, complete Section 5.K.(3) of Schedule D for each custodian.		
L.	Marketing Activities		
	(1) Do any of your <i>advertisements</i> include:	Yes	Νο
	(a) Performance results?	0	۲
	(b) A reference to specific investment advice provided by you (as that phrase is used in rule 206(4)-1(a)(5))?	0	۲
	(c) Testimonials (other than those that satisfy rule 206(4)-1(b)(4)(ii))?	0	o
	(d) Endorsements (other than those that satisfy rule 206(4)-1(b)(4)(ii))?	0	۲
	(e) Third-party ratings?	0	o
	(2) If you answer "yes" to L(1)(c), (d), or (e) above, do you pay or otherwise provide cash or non-cash compensation, directly or indirectly, in connection with the use of <i>testimonials</i> , <i>endorsements</i> , or <i>third-party ratings</i> ?	0	0
	(3) Do any of your advertisements include hypothetical performance ?	0	o
	(4) Do any of your advertisements include predecessor performance ?	0	o

SECTION 5.G.(3) Advisers to Registered Investment Companies and Business Development Companies

No Information Filed

SECTION 5.I.(2) Wrap Fee Programs

No Information Filed

SECTION 5.K.(1) Separately Managed Accounts

After subtracting the amounts reported in Item 5.D.(3)(d)-(f) from your total regulatory assets under management, indicate the approximate percentage of this remaining amount attributable to each of the following categories of assets. If the remaining amount is at least \$10 billion in regulatory assets under management, complete Question (a). If the remaining amount is less than \$10 billion in regulatory assets under management, complete Question (b).

Any regulatory assets under management reported in Item 5.D.(3)(d), (e), and (f) should not be reported below.

If you are a subadviser to a separately managed account, you should only provide information with respect to the portion of the account that you subadvise.

End of year refers to the date used to calculate your regulatory assets under management for purposes of your *annual updating amendment*. Mid-year is the date six months before the end of year date. Each column should add up to 100% and numbers should be rounded to the nearest percent.

Investments in derivatives, registered investment companies, business development companies, and pooled investment vehicles should be reported in those categories. Do not report those investments based on related or underlying portfolio assets. Cash equivalents include bank deposits, certificates of deposit, bankers' acceptances and similar bank instruments.

Some assets could be classified into more than one category or require discretion about which category applies. You may use your own internal methodologies and the conventions of your service providers in determining how to categorize assets, so long as the methodologies or conventions are consistently applied and consistent with information you report internally and to current and prospective clients. However, you should not double count assets, and your responses must be consistent with any instructions or other guidance relating to this Section.

(a)	Asset Type	Mid-year	End of year
	(i) Exchange-Traded Equity Securities		%
	(ii) Non Exchange-Traded Equity Securities		%
	(iii) U.S. Government/Agency Bonds	%	%
	(iv) U.S. State and Local Bonds		%
	(v) Sovereign Bonds	%	%

(vi)	Investment Grade Corporate Bonds	%	%
(vii)	Non-Investment Grade Corporate Bonds	%	%
(viii)	Derivatives	%	%
(ix)	Securities Issued by Registered Investment Companies or Business Development Companies	%	%
(x)	Securities Issued by Pooled Investment Vehicles (other than Registered Investment Companies or Business Development Companies)	%	%
(xi)	Cash and Cash Equivalents	%	%
(xii)	Other	%	%

Generally describe any assets included in "Other"

Asse	et Type	End of yea			
(i)	Exchange-Traded Equity Securities	47 %			
(ii)	Non Exchange-Traded Equity Securities	0 %			
(iii)	U.S. Government/Agency Bonds	9 %			
(iv)	U.S. State and Local Bonds				
(v)	Sovereign Bonds	0 %			
(vi)	Investment Grade Corporate Bonds	1 %			
(vii)	Non-Investment Grade Corporate Bonds	0 %			
(viii)	Derivatives	0 %			
(ix)	Securities Issued by Registered Investment Companies or Business Development Companies	42 %			
(x)	Securities Issued by Pooled Investment Vehicles (other than Registered Investment Companies or Business Development Companies)	0 %			
(xi)	Cash and Cash Equivalents	6 %			
(xii)	Other	0 %			

Generally describe any assets included in "Other"

SECTION 5.K.(2) Separately Managed Accounts - Use of Borrowingsand Derivatives

No information is required to be reported in this Section 5.K.(2) per the instructions of this Section 5.K.(2)

If your regulatory assets under management attributable to separately managed accounts are at least \$10 billion, you should complete Question (a). If your regulatory assets under management attributable to separately managed accounts are at least \$500 million but less than \$10 billion, you should complete Question (b).

(a) In the table below, provide the following information regarding the separately managed accounts you advise. If you are a subadviser to a separately managed account, you should only provide information with respect to the portion of the account that you subadvise. End of year refers to the date used to calculate your regulatory assets under management for purposes of your *annual updating amendment*. Mid-year is the date six months before the end of year date.

In column 1, indicate the regulatory assets under management attributable to separately managed accounts associated with each level of gross notional exposure. For purposes of this table, the gross notional exposure of an account is the percentage obtained by dividing (i) the sum of (a) the dollar amount of any *borrowings* and (b) the *gross notional value* of all derivatives, by (ii) the regulatory assets under management of the account.

In column 2, provide the dollar amount of *borrowings* for the accounts included in column 1.

In column 3, provide aggregate *gross notional value* of derivatives divided by the aggregate regulatory assets under management of the accounts included in column 1 with respect to each category of derivatives specified in 3(a) through (f).

You may, but are not required to, complete the table with respect to any separately managed account with regulatory assets under management of less than \$10,000,000.

Any regulatory assets under management reported in Item 5.D.(3)(d), (e), and (f) should not be reported below.

(i) Mid-Year

Gross Notional Exposure	(1) Regulatory Assets Under Management	(2) Borrowings	(3) Derivative Exposures					
			(a) Interest Rate Derivative	(b) Foreign Exchange Derivative	(c) Credit Derivative	(d) Equity Derivative	(e) <i>Commodity</i> Derivative	(f) Other Derivative
Less than 10%	\$	\$	%	%	%	%	%	%
10-149%	\$	\$	%	%	%	%	%	%
150% or more	\$	\$	%	%	%	%	%	%

Optional: Use the space below to provide a narrative description of the strategies and/or manner in which borrowings and derivatives are used in the management of the separately managed accounts that you advise.

(ii) End of Year

Gross Notional Exposure	(1) Regulatory Assets Under Management	(2) Borrowings	(3) Derivative Exposures					
			(a) Interest Rate Derivative	(b) Foreign Exchange Derivative	(c) Credit Derivative	(d) Equity Derivative	(e) Commodity Derivative	(f) Other Derivative
Less than 10%	\$	\$	%	%	%	%	%	%
10-149%	\$	\$	%	%	%	%	%	%
150% or more	\$	\$	%	%	%	%	%	%

Optional: Use the space below to provide a narrative description of the strategies and/or manner in which *borrowings* and derivatives are used in the management of the separately managed accounts that you advise.

(b) In the table below, provide the following information regarding the separately managed accounts you advise as of the date used to calculate your regulatory assets under management for purposes of your *annual updating amendment*. If you are a subadviser to a separately managed account, you should only provide information with respect to the portion of the account that you subadvise.

In column 1, indicate the regulatory assets under management attributable to separately managed accounts associated with each level of gross notional exposure. For purposes of this table, the gross notional exposure of an account is the percentage obtained by dividing (i) the sum of (a) the dollar amount of any *borrowings* and (b) the *gross notional value* of all derivatives, by (ii) the regulatory assets under management of the account.

In column 2, provide the dollar amount of *borrowings* for the accounts included in column 1.

You may, but are not required to, complete the table with respect to any separately managed accounts with regulatory assets under management of less than \$10,000,000.

Any regulatory assets under management reported in Item 5.D.(3)(d), (e), and (f) should not be reported below.

Gross Notional Exposure	(1) Regulatory Assets Under Management	(2) Borrowings
Less than 10%	\$	\$
10-149%	\$	\$

Optional: Use the space below to provide a narrative description of the strategies and/or manner in which *borrowings* and derivatives are used in the management of the separately managed accounts that you advise.

SECTION 5.K.(3) Custodians for Separately Managed Accounts

	Complete a separate Schedule D Section 5.K.(3) for each custodian that holds ten percent or more of your aggregate separately managed account regulatory assets under management.								
(a)	Legal name of custodian:								
	FIDELITY BROKERAGE SERVICES LLC								
(b)	Primary business name of custodian:								
	FIDELITY BROKERAGE SERVICES LLC								
(c)	The location(s) of the custodian's office(s) responsible for <i>custody</i> of the assets :								
	City:	State:	Country:						
	SMITHFIELD	Rhode Island	United States						
				Yes No					
(d)	Is the custodian a <i>related person</i> of your firm?								
(e)									
(f)) If the custodian is not a broker-dealer, or is a broker-dealer but does not have an SEC registration number, provide its legal entity identifier (if any)								
(g)) What amount of your regulatory assets under management attributable to separately managed accounts is held at the custodian? \$ 3,528,104,415								

Ite	Item 6 Other Business Activities								
In this Item, we request information about your firm's other business activities.									
Α.	You	You are actively engaged in business as a (check all that apply):							
		(1) broker-dealer (registered or unregistered)							
		(2) registered representative of a broker-dealer							
		(3) commodity pool operator or commodity trading advisor (whether registered or exempt from registration)							
		(4) futures commission merchant							
		(5) real estate broker, dealer, or agent							
		 (6) insurance broker or agent (7) bank (including a separately identifiable department or division of a bank) 							
		(8) trust company							
		(9) registered municipal advisor							
		(10) registered security-based swap dealer							
		(11) major security-based swap participant							
		(12) accountant or accounting firm							
		(13) lawyer or law firm							
		(14) other financial product salesperson (specify):							
	If you engage in other business using a name that is different from the names reported in Items 1.A. or 1.B.(1), complete Section 6.A. of Schedule D. Yes No								
	(1)		res	NO					
В.	(1)	Are you actively engaged in any other business not listed in Item 6.A. (other than giving investment advice)?	\circ	\odot					
	(2)	If yes, is this other business your primary business?	\circ	0					
		If "yes," describe this other business on Section 6.B.(2) of Schedule D, and if you engage in this business under a different name, provid name.	e tha	t					
			Yes	No					
	(3)	Do you sell products or provide services other than investment advice to your advisory <i>clients</i> ?	\odot	0					
	If "yes," describe this other business on Section 6.B.(3) of Schedule D, and if you engage in this business under a different name, provide that name.								

SECTION 6.A. Names of Your Other Businesses

No Information Filed

SECTION 6.B.(2) Description of Primary Business

Describe your primary business (not your investment advisory business):

If you engage in that business under a different name, provide that name:

SECTION 6.B.(3) Description of Other Products and Services

Describe other products or services you sell to your *client*. You may omit products and services that you listed in Section 6.B.(2) above. IMPLEMENTATION OF INSURANCE SALES AND COMMISSIONABLE SECURITIES.

If you engage in that business under a different name, provide that name:

INSURANCE IMPLEMENTED THRU THE INDIVIDUAL; COMMISSIONABLE SECURITIES THRU PURSHE KAPLAN STERLING INVESTMENTS, INC.

Item 7 Financial Industry Affiliations In this Item, we request information about your financial industry affiliations and activities. This information identifies areas in which conflicts of interest may occur between you and your *clients*. Α. This part of Item 7 requires you to provide information about you and your related persons, including foreign affiliates. Your related persons are all of your *advisory affiliates* and any *person* that is under common *control* with you. You have a *related person* that is a (check all that apply): (1)broker-dealer, municipal securities dealer, or government securities broker or dealer (registered or unregistered) (2) other investment adviser (including financial planners) (3) registered municipal advisor \square (4) registered security-based swap dealer (5) major security-based swap participant (6) commodity pool operator or commodity trading advisor (whether registered or exempt from registration) (7) futures commission merchant (8) banking or thrift institution (9) trust company (10) accountant or accounting firm Γ (11) lawyer or law firm \square (12) insurance company or agency \square (13) pension consultant (14) real estate broker or dealer (15) sponsor or syndicator of limited partnerships (or equivalent), excluding pooled investment vehicles (16) sponsor, general partner, managing member (or equivalent) of pooled investment vehicles

Note that Item 7.A. should not be used to disclose that some of your employees perform investment advisory functions or are registered representatives of a broker-dealer. The number of your firm's employees who perform investment advisory functions should be disclosed under Item 5.B.(1). The number of your firm's employees who are registered representatives of a broker-dealer should be disclosed under Item 5.B.(2).

Note that if you are filing an umbrella registration, you should not check Item 7.A.(2) with respect to your relying advisers, and you do not have to complete Section 7.A. in Schedule D for your relying advisers. You should complete a Schedule R for each relying adviser.

For each related person, including foreign affiliates that may not be registered or required to be registered in the United States, complete Section 7.A. of Schedule D.

You do not need to complete Section 7.A. of Schedule D for any related person if: (1) you have no business dealings with the related person in connection with advisory services you provide to your clients; (2) you do not conduct shared operations with the related person; (3) you do not refer clients or business to the related person, and the related person does not refer prospective clients or business to you; (4) you do not share supervised persons or premises with the related person; and (5) you have no reason to believe that your relationship with the related person otherwise creates a conflict of interest with your clients.

You must complete Section 7.A. of Schedule D for each related person acting as qualified custodian in connection with advisory services you provide to your clients (other than any mutual fund transfer agent pursuant to rule 206(4)-2(b)(1)), regardless of whether you have determined the related person to be operationally independent under rule 206(4)-2 of the Advisers Act.

SECTION 7.A. Financial Industry Affiliations

No Information Filed

Item 7 Private Fund Reporting

B. Are you an adviser to any *private fund*?

Yes No

If "yes," then for each private fund that you advise, you must complete a Section 7.B.(1) of Schedule D, except in certain circumstances described in the next sentence and in Instruction 6 of the Instructions to Part 1A. If you are registered or applying for registration with the SEC or reporting as an SEC exempt reporting adviser, and another SEC-registered adviser or SEC exempt reporting adviser reports this information with respect to any such private fund in Section 7.B.(1) of Schedule D of its Form ADV (e.g., if you are a subadviser), do not complete Section 7.B.(1) of Schedule D with respect to that private fund. You must, instead, complete Section 7.B.(2) of Schedule D.

In either case, if you seek to preserve the anonymity of a private fund client by maintaining its identity in your books and records in numerical or alphabetical code, or similar designation, pursuant to rule 204-2(d), you may identify the private fund in Section 7.B.(1) or 7.B.(2) of Schedule D using the same code or designation in place of the fund's name.

SECTION 7.B.(1) Private Fund Reporting

No Information Filed

SECTION 7.B.(2) Private Fund Reporting

No Information Filed

Item 8 Participation or Interest in Client Transactions In this Item, we request information about your participation and interest in your *clients*' transactions. This information identifies additional areas in which conflicts of interest may occur between you and your *clients*. Newly-formed advisers should base responses to these questions on the types of participation and interest that you expect to engage in during the next year. Like Item 7, Item 8 requires you to provide information about you and your related persons, including foreign affiliates. **Proprietary Interest in** *Client* **Transactions** A. Do you or any *related person*: Yes No (1) buy securities for yourself from advisory *clients*, or sell securities you own to advisory *clients* (principal transactions)? \circ \odot (2) buy or sell for yourself securities (other than shares of mutual funds) that you also recommend to advisory clients? \odot \circ (3) recommend securities (or other investment products) to advisory *clients* in which you or any *related person* has some other proprietary \cap \odot (ownership) interest (other than those mentioned in Items 8.A.(1) or (2))? Sales Interest in *Client* Transactions B. Do you or any *related person*: Yes No (1) as a broker-dealer or registered representative of a broker-dealer, execute securities trades for brokerage customers in which advisory О. \odot *client* securities are sold to or bought from the brokerage customer (agency cross transactions)? (2) recommend to advisory *clients*, or act as a purchaser representative for advisory *clients* with respect to, the purchase of securities for O \odot which you or any *related person* serves as underwriter or general or managing partner? (3) recommend purchase or sale of securities to advisory *clients* for which you or any *related person* has any other sales interest (other \cap \odot than the receipt of sales commissions as a broker or registered representative of a broker-dealer)? **Investment or Brokerage Discretion** Do you or any *related person* have *discretionary authority* to determine the: Yes No C. (1) securities to be bought or sold for a *client's* account? \odot \circ (2) amount of securities to be bought or sold for a *client's* account? \odot -(3) broker or dealer to be used for a purchase or sale of securities for a *client's* account? O \odot (4) commission rates to be paid to a broker or dealer for a *client's* securities transactions? О. \odot If you answer "yes" to C.(3) above, are any of the brokers or dealers related persons? D. C $^{\circ}$ E. Do you or any related person recommend brokers or dealers to clients? \odot \circ F. If you answer "yes" to E. above, are any of the brokers or dealers related persons? \mathbf{O} \odot

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- G. (1) Do you or any related person receive research or other products or services other than execution from a broker-dealer or a third party \odot C ("soft dollar benefits") in connection with *client* securities transactions? (2) If "yes" to G.(1) above, are all the "soft dollar benefits" you or any related persons receive eligible "research or brokerage services" O \odot under section 28(e) of the Securities Exchange Act of 1934? H. (1) Do you or any related person, directly or indirectly, compensate any person that is not an employee for client referrals? O \odot (2) Do you or any related person, directly or indirectly, provide any employee compensation that is specifically related to obtaining clients О. \odot for the firm (cash or non-cash compensation in addition to the *employee's* regular salary)? Ι. Do you or any related person, including any employee, directly or indirectly, receive compensation from any person (other than you or any \circ \odot related person) for client referrals? In your response to Item 8.I., do not include the regular salary you pay to an employee. In responding to Items 8.H. and 8.I., consider all cash and non-cash compensation that you or a related person gave to (in answering Item 8.H.) or received from (in answering Item 8.I.) any person in exchange for client referrals, including any bonus that is based, at least in part, on the number
 - or amount of client referrals.

	n 9 C	Custody			
			<i>related person</i> has <i>custody</i> of <i>client</i> (other than <i>clients</i> that are investment companies registered ur and about your custodial practices.	ider the	
Α.	(1)	Do you have <i>custody</i> of any advi	isory <i>clients</i> ':	Yes	No
		(a) cash or bank accounts?		©	0
		(b) securities?		0	\odot
	adv. to c	visory fees directly from your client	ith the SEC, answer "No" to Item 9.A.(1)(a) and (b) if you have custody solely because (i) you deducts' accounts, or (ii) a related person has custody of client assets in connection with advisory services presumption that you are not operationally independent (pursuant to Advisers Act rule 206(4)-2(d)	you prov	
	(2)	If you checked "yes" to Item 9.A which you have <i>custody</i> :	a.(1)(a) or (b), what is the approximate amount of <i>client</i> funds and securities and total number of <i>cli</i>	<i>ents</i> for	
		U.S. Dollar Amount	Total Number of <i>Clients</i>		
		(a) \$ 1,266,191,373	(b) 434		
	acco cust	ounts, do not include the amount of tody of client assets in connection	ith the SEC and you have custody solely because you deduct your advisory fees directly from your cl of those assets and the number of those clients in your response to Item 9.A.(2). If your related per with advisory services you provide to clients, do not include the amount of those assets and numbe ostead, include that information in your response to Item 9.B.(2).	son has	9
В.	acco cust	ounts, do not include the amount of tody of client assets in connection nts in your response to 9.A.(2). In	of those assets and the number of those clients in your response to Item 9.A.(2). If your related per with advisory services you provide to clients, do not include the amount of those assets and numbe	son has r of those	
В.	acco cust cliei	ounts, do not include the amount of tody of client assets in connection nts in your response to 9.A.(2). In In connection with advisory serv	of those assets and the number of those clients in your response to Item 9.A.(2). If your related per with advisory services you provide to clients, do not include the amount of those assets and numbe stead, include that information in your response to Item 9.B.(2).	son has r of those	
В.	acco cust cliei	ounts, do not include the amount of tody of client assets in connection nts in your response to 9.A.(2). In In connection with advisory serv clients':	of those assets and the number of those clients in your response to Item 9.A.(2). If your related per with advisory services you provide to clients, do not include the amount of those assets and numbe stead, include that information in your response to Item 9.B.(2).	son has r of those Yes	No
В.	acco cust clier (1)	ounts, do not include the amount of tody of client assets in connection nts in your response to 9.A.(2). In In connection with advisory serv <i>clients</i> ': (a) cash or bank accounts? (b) securities?	of those assets and the number of those clients in your response to Item 9.A.(2). If your related per with advisory services you provide to clients, do not include the amount of those assets and numbe stead, include that information in your response to Item 9.B.(2).	son has r of those Yes O	No ©
В.	acco cust clier (1)	ounts, do not include the amount of tody of client assets in connection nts in your response to 9.A.(2). In In connection with advisory serv clients': (a) cash or bank accounts? (b) securities?	of those assets and the number of those clients in your response to Item 9.A.(2). If your related per with advisory services you provide to clients, do not include the amount of those assets and number istead, include that information in your response to Item 9.B.(2). ices you provide to clients, do any of your related persons have custody of any of your advisory regardless of how you answered Item 9.A.(1)(a) or (b). B.(1)(a) or (b), what is the approximate amount of client funds and securities and total number of cli	son has r of those Yes O O	No ©
В.	acco cust clier (1) You	ounts, do not include the amount of tody of client assets in connection nts in your response to 9.A.(2). In In connection with advisory serv clients': (a) cash or bank accounts? (b) securities?	of those assets and the number of those clients in your response to Item 9.A.(2). If your related per with advisory services you provide to clients, do not include the amount of those assets and number istead, include that information in your response to Item 9.B.(2). ices you provide to clients, do any of your related persons have custody of any of your advisory regardless of how you answered Item 9.A.(1)(a) or (b). B.(1)(a) or (b), what is the approximate amount of client funds and securities and total number of cli	son has r of those Yes O O	No ©

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C.	-	ou or your <i>related persons</i> have <i>custody</i> of <i>client</i> funds or securities in connection with advisory services you provide to <i>clients</i> , check all owing that apply:	the	
	(1)	A qualified custodian(s) sends account statements at least quarterly to the investors in the pooled investment vehicle(s) you manage.		
	(2)	An <i>independent public accountant</i> audits annually the pooled investment vehicle(s) that you manage and the audited financial statements are distributed to the investors in the pools.		
	(3)	An independent public accountant conducts an annual surprise examination of client funds and securities.		
	(4)	An <i>independent public accountant</i> prepares an internal control report with respect to custodial services when you or your <i>related persons</i> are qualified custodians for <i>client</i> funds and securities.		
	prep	ou checked Item 9.C.(2), C.(3) or C.(4), list in Section 9.C. of Schedule D the accountants that are engaged to perform the audit or exan pare an internal control report. (If you checked Item 9.C.(2), you do not have to list auditor information in Section 9.C. of Schedule D if y ady provided this information with respect to the private funds you advise in Section 7.B.(1) of Schedule D).		n or
D.	Do y	you or your related person(s) act as qualified custodians for your clients in connection with advisory services you provide to clients?	Yes	No
	(1)	you act as a qualified custodian	0	\odot
	(2)	your <i>related person(s)</i> act as qualified custodian(s)	0	۲
	206	ou checked "yes" to Item 9.D.(2), all related persons that act as qualified custodians (other than any mutual fund transfer agent pursuan (4)-2(b)(1)) must be identified in Section 7.A. of Schedule D, regardless of whether you have determined the related person to be opera ependent under rule 206(4)-2 of the Advisers Act.		
E.	If yo	ou are filing your annual updating amendment and you were subject to a surprise examination by an independent public accountant durin	ng you	ır

last fiscal year, provide the date (MM/YYYY) the examination commenced:

If you or your related persons have custody of client funds or securities, how many persons, including, but not limited to, you and your related F. persons, act as qualified custodians for your clients in connection with advisory services you provide to clients? 3

SECTION 9.C. *Independent Public Accountant*

No Information Filed

Item 10 Control Persons

In this Item, we ask you to identify every person that, directly or indirectly, controls you. If you are filing an umbrella registration, the information in Item 10 should be provided for the *filing adviser* only.

If you are submitting an initial application or report, you must complete Schedule A and Schedule B. Schedule A asks for information about your direct owners and executive officers. Schedule B asks for information about your indirect owners. If this is an amendment and you are updating information you reported on either Schedule A or Schedule B (or both) that you filed with your initial application or report, you must complete Schedule C.

Does any person not named in Item 1.A. or Schedules A, B, or C, directly or indirectly, control your management or policies? Α.

Yes No \odot

O

If yes, complete Section 10.A. of Schedule D.

B. If any person named in Schedules A, B, or C or in Section 10.A. of Schedule D is a public reporting company under Sections 12 or 15(d) of the Securities Exchange Act of 1934, please complete Section 10.B. of Schedule D.

SECTION 10.A. Control Persons

No Information Filed

SECTION 10.B. Control Person Public Reporting Companies

No Information Filed

Item 11 Disclosure Information

In this Item, we ask for information about your disciplinary history and the disciplinary history of all your *advisory affiliates*. We use this information to determine whether to grant your application for registration, to decide whether to revoke your registration or to place limitations on your activities as an investment adviser, and to identify potential problem areas to focus on during our on-site examinations. One event may result in "yes" answers to more than one of the questions below. In accordance with General Instruction 5 to Form ADV, "you" and "your" include the *filing adviser* and all *relying advisers* under an *umbrella registration*.

Your *advisory affiliates* are: (1) all of your current *employees* (other than *employees* performing only clerical, administrative, support or similar functions); (2) all of your officers, partners, or directors (or any *person* performing similar functions); and (3) all *persons* directly or indirectly *controlling* you or *controlled* by you. If you are a "separately identifiable department or division" (SID) of a bank, see the Glossary of Terms to determine who your *advisory affiliates* are.

If you are registered or registering with the SEC or if you are an exempt reporting adviser, you may limit your disclosure of any event listed in Item 11 to ten years following the date of the event. If you are registered or registering with a state, you must respond to the questions as posed; you may, therefore, limit your disclosure to ten years following the date of an event only in responding to Items 11.A.(1), 11.A.(2), 11.B.(1), 11.B.(2), 11.D.(4), and 11.H.(1) (a). For purposes of calculating this ten-year period, the date of an event is the date the final order, judgment, or decree was entered, or the date any rights of appeal from preliminary orders, judgments, or decrees lapsed.

You must complete the appropriate Disclosure Reporting Page ("DRP") for "yes" answers to the questions in this Item 11.

		Yes	No
C	o any of the events below involve you or any of your supervised persons?	0	\odot
<u>F</u>	or "yes" answers to the following questions, complete a Criminal Action DRP:		
A	. In the past ten years, have you or any advisory affiliate:	Yes	No
	(1) been convicted of or pled guilty or nolo contendere ("no contest") in a domestic, foreign, or military court to any felony?	0	\odot
	(2) been <i>charged</i> with any <i>felony</i> ?	0	\odot
	If you are registered or registering with the SEC, or if you are reporting as an exempt reporting adviser, you may limit your response to Iter to charges that are currently pending.	ז 11.A	.(2)
В	. In the past ten years, have you or any advisory affiliate:		
	(1) been convicted of or pled guilty or nolo contendere ("no contest") in a domestic, foreign, or military court to a <i>misdemeanor</i> involving: investments or an <i>investment-related</i> business, or any fraud, false statements, or omissions, wrongful taking of property, bribery, perjury, forgery, counterfeiting, extortion, or a conspiracy to commit any of these offenses?	0	۲
	(2) been <i>charged</i> with a <i>misdemeanor</i> listed in Item 11.B.(1)?	0	\odot
	If you are registered or registering with the SEC, or if you are reporting as an exempt reporting adviser, you may limit your response to Iter to charges that are currently pending.	า 11.B	.(2)

For	"yes" answers to the following questions, complete a Regulatory Action DRP:		
C.	Has the SEC or the Commodity Futures Trading Commission (CFTC) ever:	Yes	No
	(1) found you or any advisory affiliate to have made a false statement or omission?	0	\odot
	(2) found you or any advisory affiliate to have been involved in a violation of SEC or CFTC regulations or statutes?	0	\odot
	(3) found you or any advisory affiliate to have been a cause of an investment-related business having its authorization to do business denied, suspended, revoked, or restricted?	0	\odot
	(4) entered an order against you or any advisory affiliate in connection with investment-related activity?	0	\odot
	(5) imposed a civil money penalty on you or any advisory affiliate, or ordered you or any advisory affiliate to cease and desist from any activity?	0	Θ
D.	Has any other federal regulatory agency, any state regulatory agency, or any foreign financial regulatory authority:		
	(1) ever found you or any advisory affiliate to have made a false statement or omission, or been dishonest, unfair, or unethical?	0	\odot
	(2) ever found you or any advisory affiliate to have been involved in a violation of investment-related regulations or statutes?	0	\odot
	(3) ever found you or any advisory affiliate to have been a cause of an investment-related business having its authorization to do business denied, suspended, revoked, or restricted?	0	o
	(4) in the past ten years, entered an order against you or any advisory affiliate in connection with an investment-related activity?	0	\odot
	(5) ever denied, suspended, or revoked your or any advisory affiliate's registration or license, or otherwise prevented you or any advisory affiliate, by order, from associating with an investment-related business or restricted your or any advisory affiliate's activity?	0	۲
E.	Has any self-regulatory organization or commodities exchange ever:		
	(1) found you or any advisory affiliate to have made a false statement or omission?	0	\odot
	(2) found you or any advisory affiliate to have been involved in a violation of its rules (other than a violation designated as a "minor rule violation" under a plan approved by the SEC)?	0	o
	(3) found you or any advisory affiliate to have been the cause of an investment-related business having its authorization to do business denied, suspended, revoked, or restricted?	0	\odot
	(4) disciplined you or any advisory affiliate by expelling or suspending you or the advisory affiliate from membership, barring or suspending you or the advisory affiliate from association with other members, or otherwise restricting your or the advisory affiliate's activities?	o	Θ
F.	Has an authorization to act as an attorney, accountant, or federal contractor granted to you or any advisory affiliate ever been revoked or suspended?	o	Θ
G.	Are you or any advisory affiliate now the subject of any regulatory proceeding that could result in a "yes" answer to any part of Item 11.C., 11.D., or 11.E.?	0	o

<u>For</u>	<u>"yes</u>	answers to the following questions, complete a Civil Judicial Action DRP:		
н.	(1)	Has any domestic or foreign court:	Yes	Nc
		(a) in the past ten years, enjoined you or any advisory affiliate in connection with any investment-related activity?	\circ	\odot
		(b) ever found that you or any advisory affiliate were involved in a violation of investment-related statutes or regulations?	\circ	\odot
		(c) ever dismissed, pursuant to a settlement agreement, an <i>investment-related</i> civil action brought against you or any <i>advisory affiliate</i> by a state or <i>foreign financial regulatory authority</i> ?	0	o
	(2)	Are you or any advisory affiliate now the subject of any civil proceeding that could result in a "yes" answer to any part of Item 11.H.(1)?	0	\odot

Item 12 Small Businesses

The SEC is required by the Regulatory Flexibility Act to consider the effect of its regulations on small entities. In order to do this, we need to determine whether you meet the definition of "small business" or "small organization" under rule 0-7.

Answer this Item 12 only if you are registered or registering with the SEC **and** you indicated in response to Item 5.F.(2)(c) that you have regulatory assets under management of less than \$25 million. You are not required to answer this Item 12 if you are filing for initial registration as a state adviser, amending a current state registration, or switching from SEC to state registration.

For purposes of this Item 12 only:

- Total Assets refers to the total assets of a firm, rather than the assets managed on behalf of *clients*. In determining your or another *person's* total assets, you may use the total assets shown on a current balance sheet (but use total assets reported on a consolidated balance sheet with subsidiaries included, if that amount is larger).
- *Control* means the power to direct or cause the direction of the management or policies of a *person*, whether through ownership of securities, by contract, or otherwise. Any *person* that directly or indirectly has the right to vote 25 percent or more of the voting securities, or is entitled to 25 percent or more of the profits, of another *person* is presumed to *control* the other *person*.

		Yes	No
Α.	Did you have total assets of \$5 million or more on the last day of your most recent fiscal year?	0	\circ
If "y	res," you do not need to answer Items 12.B. and 12.C.		
в.	Do you:		
	 control another investment adviser that had regulatory assets under management (calculated in response to Item 5.F.(2)(c) of Form ADV) of \$25 million or more on the last day of its most recent fiscal year? 	0	0
	(2) <i>control</i> another <i>person</i> (other than a natural person) that had total assets of \$5 million or more on the last day of its most recent fiscal year?	0	0
C.	Are you:		
	(1) controlled by or under common control with another investment adviser that had regulatory assets under management (calculated in response to Item 5.F.(2)(c) of Form ADV) of \$25 million or more on the last day of its most recent fiscal year?	0	0
	(2) <i>controlled</i> by or under common <i>control</i> with another <i>person</i> (other than a natural person) that had total assets of \$5 million or more on the last day of its most recent fiscal year?	0	0

Schedule A

Direct Owners and Executive Officers

- 1. Complete Schedule A only if you are submitting an initial application or report. Schedule A asks for information about your direct owners and executive officers. Use Schedule C to amend this information.
- 2. Direct Owners and Executive Officers. List below the names of:
 - (a) each Chief Executive Officer, Chief Financial Officer, Chief Operations Officer, Chief Legal Officer, Chief Compliance Officer(Chief Compliance Officer is required if you are registered or applying for registration and cannot be more than one individual), director, and any other individuals with similar status or functions;
 - (b) if you are organized as a corporation, each shareholder that is a direct owner of 5% or more of a class of your voting securities, unless you are a public reporting company (a company subject to Section 12 or 15(d) of the Exchange Act);

Direct owners include any *person* that owns, beneficially owns, has the right to vote, or has the power to sell or direct the sale of, 5% or more of a class of your voting securities. For purposes of this Schedule, a *person* beneficially owns any securities: (i) owned by his/her child, stepchild, grandchild, parent, stepparent, grandparent, spouse, sibling, mother-in-law, father-in-law, son-in-law, daughter-in-law, brother-in-law, or sister-in-law, sharing the same residence; or (ii) that he/she has the right to acquire, within 60 days, through the exercise of any option, warrant, or right to purchase the security.

- (c) if you are organized as a partnership, <u>all</u> general partners and those limited and special partners that have the right to receive upon dissolution, or have contributed, 5% or more of your capital;
- (d) in the case of a trust that directly owns 5% or more of a class of your voting securities, or that has the right to receive upon dissolution, or has contributed, 5% or more of your capital, the trust and each trustee; and
- (e) if you are organized as a limited liability company ("LLC"), (i) those members that have the right to receive upon dissolution, or have contributed, 5% or more of your capital, and (ii) if managed by elected managers, all elected managers.
- ^{3.} Do you have any indirect owners to be reported on Schedule B? Yes O No
- 4. In the DE/FE/I column below, enter "DE" if the owner is a domestic entity, "FE" if the owner is an entity incorporated or domiciled in a foreign country, or "I" if the owner or executive officer is an individual.
- 5. Complete the Title or Status column by entering board/management titles; status as partner, trustee, sole proprietor, elected manager, shareholder, or member; and for shareholders or members, the class of securities owned (if more than one is issued).
- 6. Ownership codes are:NA less than 5%B 10% but less than 25%D 50% but less than 75%

A - 5% but less than 10% C - 25% but less than 50% E - 75% or more

- 7. (a) In the Control Person column, enter "Yes" if the person has control as defined in the Glossary of Terms to Form ADV, and enter "No" if the person does not have control. Note that under this definition, most executive officers and all 25% owners, general partners, elected managers, and trustees are control persons.
 - (b) In the PR column, enter "PR" if the owner is a public reporting company under Sections 12 or 15(d) of the Exchange Act.
 - (c) Complete each column.

FULL LEGAL NAME	DE/FE/I	Title or Status	Date Title or	Ownership	Control	PR	CRD No. If None: S.S. No.
(Individuals: Last Name, First			Status Acquired	Code	Person		and Date of Birth, IRS Tax
Name, Middle Name)			ΜΜ/ΥΥΥΥ				No. or Employer ID No.
PHILLIPS, PENNY, ALEXANDRA	I	MEMBER, CO-FOUNDER, PRESIDENT	11/2020	NA	Y	N	5809043
BROWN, MICHAEL, CHARLES	I	MANAGING PARTNER, CO- FOUNDER, AND FINANCIAL	11/2020	NA	Y	N	715584

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		ADVISOR					
FLYNN, BRIAN, R	I	MANAGING PARTNER, CO- FOUNDER, AND FINANCIAL	11/2020	NA	Y	N	5889062
		ADVISOR					
JOURNEY STRATEGIC HOLDINGS	DE	MANAGING MEMBER	11/2020	E	Y	Ν	86-2901077
LLC							
COETZEE, AMANDA,	I	CHIEF COMPLIANCE	01/2025	NA	N	Ν	4819615
PETRONELLA		OFFICER					

Schedule B

Indirect Owners

- 1. Complete Schedule B only if you are submitting an initial application or report. Schedule B asks for information about your indirect owners; you must first complete Schedule A, which asks for information about your direct owners. Use Schedule C to amend this information.
- 2. Indirect Owners. With respect to each owner listed on Schedule A (except individual owners), list below:
 - (a) in the case of an owner that is a corporation, each of its shareholders that beneficially owns, has the right to vote, or has the power to sell or direct the sale of, 25% or more of a class of a voting security of that corporation;

For purposes of this Schedule, a *person* beneficially owns any securities: (i) owned by his/her child, stepchild, grandchild, parent, stepparent, grandparent, spouse, sibling, mother-in-law, father-in-law, son-in-law, daughter-in-law, brother-in-law, or sister-in-law, sharing the same residence; or (ii) that he/she has the right to acquire, within 60 days, through the exercise of any option, warrant, or right to purchase the security.

- (b) in the case of an owner that is a partnership, <u>all</u> general partners and those limited and special partners that have the right to receive upon dissolution, or have contributed, 25% or more of the partnership's capital;
- (c) in the case of an owner that is a trust, the trust and each trustee; and
- (d) in the case of an owner that is a limited liability company ("LLC"), (i) those members that have the right to receive upon dissolution, or have contributed, 25% or more of the LLC's capital, and (ii) if managed by elected managers, all elected managers.
- 3. Continue up the chain of ownership listing all 25% owners at each level. Once a public reporting company (a company subject to Sections 12 or 15(d) of the Exchange Act) is reached, no further ownership information need be given.
- 4. In the DE/FE/I column below, enter "DE" if the owner is a domestic entity, "FE" if the owner is an entity incorporated or domiciled in a foreign country, or "I" if the owner is an individual.
- 5. Complete the Status column by entering the owner's status as partner, trustee, elected manager, shareholder, or member; and for shareholders or members, the class of securities owned (if more than one is issued).
- 6. Ownership codes are: C 25% but less than 50% E 75% or more

D - 50% but less than 75% F - Other (general partner, trustee, or elected manager)

- 7. (a) In the Control Person column, enter "Yes" if the person has control as defined in the Glossary of Terms to Form ADV, and enter "No" if the person does not have control. Note that under this definition, most executive officers and all 25% owners, general partners, elected managers, and trustees are control persons.
 - (b) In the PR column, enter "PR" if the owner is a public reporting company under Sections 12 or 15(d) of the Exchange Act.
 - (c) Complete each column.

FULL LEGAL NAME (Individuals: Last Name, First Name, Middle Name)	DE/FE/I	Entity in Which Interest is Owned	Status	Date Status Acquired MM/YYYY	Ownership Code	Control Person		<i>CRD</i> No. If None: S.S. No. and Date of Birth, IRS Tax No. or Employer ID No.
BROWN, MICHAEL, CHARLES	I	JOURNEY STRATEGIC HOLDINGS LLC	MEMBER / MANAGER	11/2020	F	Y	N	715584
FLYNN, BRIAN, R	I	JOURNEY STRATEGIC	MEMBER / MANAGER	11/2020	F	Y	N	5889062

IARD - All Sections [User Name: acoetzeejourney, OrgID: 310648]

		HOLDINGS LLC						
PHILLIPS, PENNY, ALEXANDRA	I	JOURNEY STRATEGIC HOLDINGS LLC	MEMBER / MANAGER	11/2020	F	Y	N	5809043
BRITTON, CHARLES, FRANKLIN	I	JOURNEY STRATEGIC HOLDINGS LLC	MEMBER	06/2023	F	Y	N	4959450
ECHELON JOURNEY MANAGEMENT LLC	DE	JOURNEY STRATEGIC HOLDINGS LLC	MEMBER	06/2023	F	Y	N	93-1624307

Schedule D - Miscellaneous

You may use the space below to explain a response to an Item or to provide any other information.

(1) Schedules A and B. The owners of the Registrant contributed 100% of their interests in the Registrant to a holding company, Journey Strategic Holdings, LLC, in the same proportions. There is no change in control or succession. (2) Item 9: In response to the no-action letter issued by the SEC on February 21, 2017, the Advisor is reporting in Item 9 the clients and assets that are subject to standing letters of authorization for money movement to third parties. These accounts meet the seven conditions of the no-action letter and therefore are not subject to the "independent verification" requirement for custody.

Schedule R

No Information Filed

DRP Pages	
CRIMINAL DISCLOSURE REPORTING PAGE (ADV)	
	No Information Filed
REGULATORY ACTION DISCLOSURE REPORTING PA	GE (ADV)
	No Information Filed
CIVIL JUDICIAL ACTION DISCLOSURE REPORTING	PAGE (ADV)
	No Information Filed

Part 2

Exemption from brochure delivery requirements for SEC-registered advisers

SEC rules exempt SEC-registered advisers from delivering a firm brochure to some kinds of clients. If these exemptions excuse you from delivering a brochure to *all* of your advisory clients, you do not have to prepare a brochure.

Are you exempt from delivering a brochure to all of your clients under these rules?

Yes No

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If no, complete the ADV Part 2 filing below.

Amend, retire or file new brochures:

Brochure ID	Brochure Name	Brochure Type(s)	Action
340379	JOURNEY STRATEGIC WEALTH, LLC	Individuals, High net worth individuals, Other	Retire
	DISCLOSURE BROCHURE, BROCHURE	institutional, Financial Planning Services	
	SUPPLEMENTS, AND PRIVACY POLICY		
	JOURNEY STRATEGIC WEALTH, LLC	Individuals, High net worth individuals, Other	New
	DISCLOSURE BROCHURE & PRIVACY	institutional, Financial Planning Services	
	POLICY		

CRS	Type(s)	Affiliate Info	Retire
۶	Investment Adviser		
<u>ک</u>	Investment Adviser		

Execution Pages

DOMESTIC INVESTMENT ADVISER EXECUTION PAGE

You must complete the following Execution Page to Form ADV. This execution page must be signed and attached to your initial submission of Form ADV to the SEC and all amendments.

Appointment of Agent for Service of Process

By signing this Form ADV Execution Page, you, the undersigned adviser, irrevocably appoint the Secretary of State or other legally designated officer, of the state in which you maintain your *principal office and place of business* and any other state in which you are submitting a *notice filing*, as your agents to receive service, and agree that such *persons* may accept service on your behalf, of any notice, subpoena, summons, *order* instituting *proceedings*, demand for arbitration, or other process or papers, and you further agree that such service may be made by registered or certified mail, in any federal or state action, administrative *proceeding* or arbitration brought against you in any place subject to the jurisdiction of the United States, if the action, *proceeding*, or arbitration (a) arises out of any activity in connection with your investment advisory business that is subject to the jurisdiction of the United States, and (b) is *founded*, directly or indirectly, upon the provisions of: (i) the Securities Act of 1933, the Securities Exchange Act of 1934, the Trust Indenture Act of 1939, the Investment Company Act of 1940, or the Investment Advisers Act of 1940, or any rule or regulation under any of these acts, or (ii) the laws of the state in which you maintain your *principal office and place of business* or of any state in which you are submitting a *notice filing*.

Signature

I, the undersigned, sign this Form ADV on behalf of, and with the authority of, the investment adviser. The investment adviser and I both certify, under penalty of perjury under the laws of the United States of America, that the information and statements made in this ADV, including exhibits and any other information submitted, are true and correct, and that I am signing this Form ADV Execution Page as a free and voluntary act.

I certify that the adviser's books and records will be preserved and available for inspection as required by law. Finally, I authorize any *person* having *custody* or possession of these books and records to make them available to federal and state regulatory representatives.

Signature: AMANDA COETZEE Printed Name: AMANDA COETZEE Adviser *CRD* Number: 310648 Date: MM/DD/YYYY 03/24/2025 Title: CHIEF COMPLIANCE OFFICER

NON-RESIDENT INVESTMENT ADVISER EXECUTION PAGE

You must complete the following Execution Page to Form ADV. This execution page must be signed and attached to your initial submission of Form ADV to the SEC and all amendments.

1. Appointment of Agent for Service of Process

By signing this Form ADV Execution Page, you, the undersigned adviser, irrevocably appoint each of the Secretary of the SEC, and the Secretary of State or other legally designated officer, of any other state in which you are submitting a *notice filing*, as your agents to receive service, and agree that such persons may accept service on your behalf, of any notice, subpoena, summons, *order* instituting *proceedings*, demand for arbitration, or other process or papers, and you further agree that such service may be made by registered or certified mail, in any federal or state action, administrative *proceeding* or arbitration brought against you in any place subject to the jurisdiction of the United States, if the action, *proceeding* or arbitration (a) arises out of any activity in connection with your investment advisory business that is subject to the jurisdiction of the United States, and (b) is *founded*, directly or indirectly, upon the provisions of: (i) the Securities Act of 1933, the Securities Exchange Act of 1934, the Trust Indenture Act of 1939, the Investment Company Act of 1940, or the Investment Advisers Act of 1940, or any rule or regulation under any of these acts, or (ii) the laws of any state in which you are submitting a *notice filing*.

2. Appointment and Consent: Effect on Partnerships

If you are organized as a partnership, this irrevocable power of attorney and consent to service of process will continue in effect if any partner withdraws from or is admitted to the partnership, provided that the admission or withdrawal does not create a new partnership. If the partnership dissolves, this irrevocable power of attorney and consent shall be in effect for any action brought against you or any of your former partners.

3. Non-Resident Investment Adviser Undertaking Regarding Books and Records

By signing this Form ADV, you also agree to provide, at your own expense, to the U.S. Securities and Exchange Commission at its principal office in Washington D.C., at any Regional or District Office of the Commission, or at any one of its offices in the United States, as specified by the Commission, correct, current, and complete copies of any or all records that you are required to maintain under Rule 204-2 under the Investment Advisers Act of 1940. This undertaking shall be binding upon you, your heirs, successors and assigns, and any *person* subject to your written irrevocable consents or powers of attorney or any of your general partners and *managing agents*.

Signature

I, the undersigned, sign this Form ADV on behalf of, and with the authority of, the *non-resident* investment adviser. The investment adviser and I both certify, under penalty of perjury under the laws of the United States of America, that the information and statements made in this ADV, including exhibits and any other information submitted, are true and correct, and that I am signing this Form ADV Execution Page as a free and voluntary act.

I certify that the adviser's books and records will be preserved and available for inspection as required by law. Finally, I authorize any *person* having *custody* or possession of these books and records to make them available to federal and state regulatory representatives.

Title:

Signature:

Date: MM/DD/YYYY

Printed Name:

https://crd.finra.org/lad/Content/PrintHist/Adv/Sections/crd_iad_AdvAllSections.aspx?RefNum=85281135371DC84C&viewChanges=&FLNG_PK=

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