

## ITEM 1 COVER PAGE

### Part 2A of Form ADV: *Firm Brochure*

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This brochure provides information about the qualifications and business practices of Monograph Wealth Advisors. If you have any questions about the contents of this brochure, please contact us at 310 804-8082 or [ayaftali@monographwealth.com](mailto:ayaftali@monographwealth.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Registration with the SEC or with any state securities authority does not imply a certain level of skill or training.

Additional information about Monograph Wealth Advisors also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by a unique identifying number, known as a CRD number. Our firm's CRD number is 173949.

## **ITEM 2 MATERIAL CHANGES**

This Firm Brochure is our disclosure document prepared according to the SEC's requirements and rules.

After our initial filing of this Brochure, this Item will be used to provide our clients with a summary of new and/or updated information. We will inform you of the revision(s) based on the nature of the updated information.

Consistent with the rules, we will ensure that you receive a summary of any material changes to this and subsequent Brochures within 120 days of the close of our business' fiscal year. Furthermore, we will provide you with other interim disclosures about material changes as necessary.

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## **ITEM 4     ADVISORY BUSINESS**

Monograph Wealth Advisors ("MWA" or the "Firm") is an SEC-registered investment adviser with its principal place of business located in California. MWA began conducting business in 2015.

Jeffery Coyle, Managing Member, Joseph Chrisman, Managing Member, and Sean Shannon, Managing Member, are the firm's principal shareholders. Each has more than 25% control of the company.

MWA offers the following advisory services to our clients:

### **INVESTMENT ADVISORY SERVICES ("IAS")**

MWA provides continuous advice to clients regarding the investment of client funds based on the individual needs of the client. Through personal discussions in which goals and objectives based on a client's particular circumstances are established, we develop a client's personal Investment Policy Statement ("IPS") and create and manage a portfolio based on that IPS. During our data-gathering process, we determine the client's individual objectives, time horizons, risk tolerance, and liquidity needs. As appropriate, we also review and discuss a client's prior investment history, as well as family composition and background.

We manage these advisory accounts on a discretionary or non-discretionary basis. Account supervision is guided by the client's stated objectives, as well as tax considerations. Prior to engaging MWA to provide Investment Advisory Services, the client is required to enter into an Investment Advisory Agreement with the Firm setting forth the terms and conditions of the engagement, as well as describing the specific scope of the services to be provided.

Clients may impose reasonable restrictions on investing in certain securities, types of securities, or industry sectors.

Our investment recommendations are not limited to any specific product or service offered by a broker-dealer or insurance company and will generally include advice regarding the following securities:

- Exchange-listed securities
- Securities traded over-the-counter
- Foreign issuers
- Warrants
- Corporate debt securities (other than commercial paper)
- Commercial paper
- Certificates of deposit
- Municipal securities

- Variable life insurance
- Variable annuities
- Mutual fund shares
- United States governmental securities
- Options contracts on securities
- Options contracts on commodities
- Futures contracts on tangibles
- Futures contracts on intangibles
- Interests in partnerships investing in real assets
- Interests in partnerships in venture capital and non-venture private equity
- Interests in partnerships in hedge funds

Because some types of investments involve certain additional degrees of risk, they will only be implemented/recommended when consistent with the client's stated investment objectives, tolerance for risk, liquidity and suitability.

### **WEALTH PLANNING SERVICES**

We provide "Wealth Planning Services" as a complimentary service to our Investment Advisory Services. Our Wealth Planning Services range from comprehensive financial planning to more focused consultations, depending on the needs of each client. MWA evaluates the client's current and future financial state by using currently known variables to predict future cash flows, asset values and withdrawal plans.

To begin this process, we will interview the client to gather certain necessary information. We may also request additional documents or request the client complete a questionnaire. The information gathered by MWA typically includes the client's current financial status, tax status, future goals, returns objectives and attitudes towards risk. Taking into account the client's information, we will analyze and recommend appropriate changes in strategy and suggest reallocation of assets if necessary to achieve optimum overall results for the client. At the conclusion of this review, a personal wealth plan is communicated to the client. In general, the wealth plan may include some or all of the following areas:

- **PERSONAL:** We review family records, budgeting, personal liability, estate information and financial goals.
- **TAX & CASH FLOW:** We analyze the client's income tax and spending and planning for past, current and future years; then illustrate the impact of various investments on the client's current income tax and future tax liability.
- **INVESTMENTS:** We analyze investment alternatives and their effect on the client's portfolio.
- **INSURANCE:** We review existing policies to ensure proper coverage for life, health, disability, long-term care, liability, home and automobile.
- **RETIREMENT:** We analyze current strategies and investment plans to help the client achieve his or her retirement goals.

- **DEATH & DISABILITY:** We review the client's cash needs at death, income needs of surviving dependents, estate planning and disability income.
- **ESTATE:** We assist the client in assessing and developing long-term strategies, including as appropriate, living trusts, wills, review estate tax, powers of attorney, asset protection plans, nursing homes, Medicaid and elder law.

MWA may also provide general non-securities advice on topics that may include tax and budgetary planning, estate planning, business planning, and other non-financial resources.

Typically the wealth plan is presented to the client within six months of the contract date, provided that all information needed to prepare the wealth plan has been promptly provided.

Clients are free at all times to accept or reject any or all recommendations made by MWA, and clients retain the authority and discretion on whether or not to implement any recommendations. Should the client choose to implement the recommendations contained in the plan, MWA suggests the client work closely with his/her attorney, accountant, and/or insurance agent. Clients should understand that a potential conflict of interest exists if MWA recommends its own Investment Advisory Services for carrying out any recommendations made as part of the wealth plan. Wealth Planning recommendations are based on the client's financial situation at the time the recommendations are provided, and are based on the information provided by the client. In addition, certain assumptions may be made with respect to interest and inflation rates, use of past trends and performance of the market and economy. Past performance is in no way an indication of future performance and MWA cannot offer any guarantees or promises that the client's financial goals and objectives will be met. As a client's financial situation, goals, objectives, or needs change, the client is strongly urged to promptly notify MWA. For more information on the risks associated with investing, please refer to Item 8, below.

## **PENSION CONSULTING SERVICES**

MWA provides its Pension Consulting Services separately or in combination with one or more services described below. While the primary clients for these services will be pension, profit sharing and 401(k) plans, we offer these services, where appropriate, to individuals and trusts, estates and charitable organizations. Pension Consulting Services are comprised of four distinct services. Clients may choose to use any or all of these services:

**Investment Policy Statement Preparation (hereinafter referred to as "IPS"):** MWA will meet with the client (in person or over the telephone) to determine an appropriate investment strategy that reflects the plan sponsor's stated investment objectives for management of the overall plan. MWA then prepares a written IPS detailing those

needs and goals, including an encompassing policy under which these goals are to be achieved. The IPS also lists the criteria for selection of investment vehicles as well as the procedures and timing interval for monitoring of investment performance.

**Selection of Investment Vehicles:** MWA assists plan sponsors in constructing appropriate asset allocation models. We will then review various mutual funds (both index and managed) to determine which investments are appropriate to implement the client's IPS. The number of investments to be recommended will be determined by the client, based on the IPS.

**Monitoring of Investment Performance:** MWA monitors client investments continually based on the procedures and timing intervals delineated in the IPS. Although MWA is not involved in any way in the purchase or sale of these investments, we supervise the client's portfolio and will make recommendations to the client as market factors and the client's needs dictate.

**Employee Communications:** For pension, profit sharing and 401(k) plan clients with individual plan participants exercising control over assets in their own account ("self-directed plans"), we also provide quarterly educational support and investment workshops designed for the plan participants when the plan sponsor engages our firm to provide these services. The nature of the topics to be covered will be determined by us and the client under the guidelines established in ERISA Section 404(c). The educational support and investment workshops will NOT provide plan participants with individualized, tailored investment advice or individualized, tailored asset allocation recommendations.

### **WRAP FEE PROGRAMS**

MWA does not participate in any wrap fee programs at this time.

### **AMOUNT OF SUPERVISED ASSETS**

As of July 31, 2015, the following represents the amount of MWA's clients' assets under management on a discretionary and non-discretionary basis:

<b>Type of Account</b>	<b>Assets Under Management</b>
Discretionary	\$326,412,367
Non-Discretionary	\$0
Total:	\$326,412,367

MWA also receives compensation for directing the asset allocation, investment selection, and the wealth transfer strategies on an additional \$900 million of client financial assets.

## **ITEM 5 FEES AND COMPENSATION**

### **INVESTMENT ADVISORY SERVICES**

For investment advisory services, MWA generally charges an annual fee of less than 1% of a client's assets under management. MWA's investment advisory fees are assessed quarterly, in arrears, based upon the average daily value of assets in the client's account(s) during the preceding calendar quarter.

MWA requires a minimum fee of \$50,000 which, at MWA's sole discretion, may be reduced or waived based upon certain criteria. The Firm may group certain related client accounts for the purposes of achieving the minimum account size requirements and determining the annualized fee. Should the client's annual investment management fee fall below \$50,000 in any calendar year, MWA may, in its sole discretion, discontinue providing investment advisory services the following calendar year, or alternatively, move to a fixed fee arrangement for future services (see below for additional information on fixed fees).

Investment advisory fees will be automatically deducted from the client's account by the custodian as soon as practicable following the end of each applicable period. Should the client open or terminate an account during a quarter, the Firm's fee will be prorated based on the number of days that the account was open during the quarter. In the event the Firm's services are terminated mid-quarter, any paid, unearned fees will be promptly refunded to the client while any unpaid fees will be promptly paid to the Firm. The number of days the account was managed during the quarter until termination is used to determine the percentage of the management fee earned (based on the total number of days in the quarter) and the balance due.

Occasionally, and upon approval by the Firm, annual fees for Investment Advisory Services may be charged on a fixed fee basis instead of a percentage of the client's assets under the management with the Firm. Such annual fixed fees typically range from \$50,000 to \$500,000, depending on the specific arrangement reached with the client.

***Limited Negotiability of Advisory Fees:*** Although MWA has established the aforementioned fees, we retain the discretion to negotiate alternative fees on a client-by-client basis. Client facts, circumstances and needs are considered in determining the fee schedule. These include the complexity of the client, assets to be placed under management, anticipated future additional assets; related accounts; portfolio style, account composition, reports, among other factors. The specific annual fee schedule is identified in the contract between the adviser and each client.

Discounts, not generally available to our advisory clients, may be offered to family members and friends of associated persons of our firm.

## **WEALTH PLANNING FEES**



As mentioned in Item 4 above, MWA includes Wealth Planning as a complimentary service for those clients receiving Investment Advisory Services. The firm does not offer Wealth Planning as a separate service and thus the compensation for Wealth Planning is included in the cost for Investment Advisory Services.

### **PENSION CONSULTING FEES**

For pension consulting services, MWA generally charges an annual fee of less than 1% of a client's assets under management. MWA's pension consulting fees are assessed quarterly, in arrears, based upon the average daily value of assets in the client's account(s) during the preceding calendar quarter. Each client's applicable fees are negotiable and set forth in the applicable investment advisory agreement pursuant to which MWA manages the plan's account.

MWA requires a minimum fee of \$50,000 for its Pension Consulting Services which, at MWA's sole discretion, may be reduced or waived based upon certain criteria. Should the client's annual investment management fee fall below \$50,000 in any calendar year, MWA may, in its sole discretion, discontinue providing Pension Consulting Services the following calendar year, or alternatively, move to a fixed fee arrangement for future services.

Occasionally, and upon approval by the Firm, annual fees for Pension Consulting Services may be charged on a fixed fee basis instead of a percentage of the client's assets under the management with the Firm. Such annual fixed fees typically range from \$50,000 to \$500,000, depending on the specific arrangement reached with the client.

### **GENERAL INFORMATION**

***Termination of the Advisory Relationship:*** A client agreement may be canceled immediately at any time, by either party, for any reason upon receipt of written notice. Upon termination of any account, any prepaid, unearned fees will be promptly refunded.

***Mutual Fund Fees:*** All fees paid to MWA for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds and/or ETFs to their shareholders. These fees and expenses are described in each fund's prospectus. These fees will generally include a management fee, other fund expenses, and a possible distribution fee. If the fund also imposes sales charges, a client may pay an initial or deferred sales charge. A client could invest in a mutual fund directly, without our services. In that case, the client would not receive the services provided by MWA which are designed, among other things, to assist the client in determining which mutual fund or funds are most appropriate to each client's financial condition and objectives. Accordingly, the client should review both the fees charged by the funds and MWA to fully understand the total amount of fees to be paid by the client and to thereby evaluate the advisory services being provided.

***Wrap Fee Programs and Separately Managed Account Fees:*** Clients participating in separately managed account programs may be charged various program fees in

addition to the advisory fee charged by MWA. Such fees may include the investment advisory fees of the independent advisers, which may be charged as part of a wrap fee arrangement. In a wrap fee arrangement, clients pay a single fee for advisory, brokerage and custodial services. MWA does not participate in a wrap fee program at this time. Client's portfolio transactions may be executed without commission charge in a wrap fee arrangement. In evaluating such an arrangement, the client should also consider that, depending upon the level of the wrap fee charged by the broker-dealer, the amount of portfolio activity in the client's account, and other factors, the wrap fee may or may not exceed the aggregate cost of such services if they were to be provided separately. MWA will review with clients any separate program fees that may be charged to clients.

***Additional Fees and Expenses:*** In addition to the Firm's advisory fees, clients are also responsible for the fees and expenses charged by custodians and imposed by broker dealers, including, but not limited to, any transaction charges imposed by a broker dealer with which an independent investment manager effects transactions for the client's account(s). Please refer to the "Brokerage Practices" section (Item 12) of this Form ADV for additional information.

***ERISA Accounts and 408(b)(2) Disclosures:*** MWA is deemed to be a "fiduciary" to advisory clients that are employee benefit plans or individual retirement accounts (IRAs) pursuant to the Employee Retirement Income and Securities Act ("ERISA"), and regulations under the Internal Revenue Code of 1986 (the "Code"), respectively. As such, we are required to disclose to plan fiduciaries a description of the services provided and fees charged by the Firm. As set forth in the "Fees and Compensation" above, for our services, MWA accepts direct compensation in the form of fees. Each client's applicable fees are negotiated and set forth in the applicable investment advisory agreement pursuant to which MWA manages the plan's account. MWA does not receive indirect compensation from any of the issuers of securities held in client accounts (such as 12b-1 or similar fees). From time to time, MWA receives research reports from broker/custodians (as defined below) through which it executes brokerage transactions in a client account. For more detailed discussion of the indirect benefits received by the Firm, see "Brokerage Practices" in this Brochure.

***Advisory Fees in General:*** Clients should note that similar advisory services may (or may not) be available from other registered (or unregistered) investment advisers for similar or lower fees.

## **ITEM 6 PERFORMANCE-BASED FEES AND SIDE-BY-SIDE MANAGEMENT**

The Firm does not charge performance-based fees (i.e., fees calculated based on a share of capital gains upon or capital appreciation of the funds or any portion of the funds of an advisory client). Consequently, the Firm does not engage in side-by-side management of accounts that are charged a performance-based fee with accounts that are charged another type of fee (such as assets under management). As described above, the Firm provides advisory services for a percentage of assets under management, in accordance with applicable law.

## ITEM 7 TYPES OF CLIENTS

Monograph Wealth Advisors provides advisory services to the following types of clients:

- High net worth individuals
- Pension and profit sharing plans (other than plan participants)
- Charitable organizations
- Other

As previously disclosed in Item 5, MWA has established certain minimum account requirements to maintain an account, based on the nature of the service(s) being provided. However, the Firm reserves the right to accept or decline a potential client for any reason in its sole discretion. Prior to engaging the Firm to provide any of the services described in this Brochure, the client will be required to enter into one or more written agreements with the Firm setting forth the terms and conditions under which the Firm shall render its services. For a more detailed understanding of those requirements, please review the disclosures provided in each applicable service.

## ITEM 8 METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS

### METHODS OF ANALYSIS

MWA uses the following methods of analysis in formulating our investment advice and/or managing client assets:

**Source of Returns Analysis.** Investment returns may be considered as being driven by enterprise risk, structure and/or the competitive advantage of a given manager. As a result, much of our analysis focuses on understanding the underlying risks of the various assets in which we are investing. While the full set of risks associated with an investment are too numerous to catalogue, they may be represented by equity characteristics such as companies' relative size, price and profitability. Other fixed income characteristics may include term, credit, liquidity, the real rate and whether the investment is real or nominal. We also consider whether various structural approaches may be able to produce additional forms of return due to variables such as leverage, illiquidity and others. Lastly, we consider if opportunities exist to enhance the return of a given investment by seeking access to managers with competitive advantage and/or demonstrated and reproducible skill. Risk, structure and competitive advantage all contribute to the potential return of a given investment. Our analysis seeks to identify compensated forms of risk and weight strategies in those forms in which we have the highest degree of confidence.

**Asset Allocation.** Rather than focusing primarily on securities selection, we attempt to identify an appropriate ratio of securities, fixed income, and cash suitable to the client's investment goals and risk tolerance. A risk of asset allocation is that the client may not participate in sharp increases in a particular security, industry or market sector. Another risk is that the ratio of securities, fixed income, and cash will change over time due to

stock and market movements and, if not corrected, will no longer be appropriate for the client's goals.

***Mutual Fund and/or ETF Analysis.*** We look at the experience and track record of the manager of the mutual fund or ETF in an attempt to determine if that manager has demonstrated an ability to invest over a period of time and in different economic conditions. We also look at the underlying assets in a mutual fund or ETF in an attempt to determine if there is significant overlap in the underlying investments held in another fund(s) in the client's portfolio. We also monitor the funds or ETFs in an attempt to determine if they are continuing to follow their stated investment strategy.

A risk of mutual fund and/or ETF analysis is that, as in all securities investments, past performance does not guarantee future results. A manager who has been successful may not be able to replicate that success in the future. In addition, as we do not control the underlying investments in a fund or ETF, managers of different funds held by the client may purchase the same security, increasing the risk to the client if that security were to fall in value. There is also a risk that a manager may deviate from the stated investment mandate or strategy of the fund or ETF, which could make the holding(s) less suitable for the client's portfolio.

***Third-Party Money Manager Analysis.*** We examine the experience, expertise, investment philosophies, and past performance of independent third-party investment managers in an attempt to determine if that manager has demonstrated an ability to invest over a period of time and in different economic conditions. We monitor the manager's underlying holdings, strategies, concentrations and leverage as part of our overall periodic risk assessment. Additionally, as part of our due-diligence process, we survey the manager's compliance and business enterprise risks.

A risk of investing with a third-party manager who has been successful in the past is that he/she may not be able to replicate that success in the future. In addition, as we do not control the underlying investments in a third-party manager's portfolio, there is also a risk that a manager may deviate from the stated investment mandate or strategy of the portfolio, making it a less suitable investment for our clients. Moreover, as we do not control the manager's daily business and compliance operations, we may be unaware of the lack of internal controls necessary to prevent business, regulatory or reputational deficiencies.

***Risks for all forms of analysis.*** Our analysis methods rely on the assumption that the investments we purchase and sell, the rating and research agencies that review these investments, and other publicly-available sources of information about these investments, are providing accurate and unbiased data. While we are alert to indications that data may be incorrect, there is always a risk that our analysis may be compromised by inaccurate or misleading information.

## ***INVESTMENT STRATEGIES***

MWA uses the following strategies in managing client accounts, provided that such strategies are appropriate to the needs of the client and consistent with the client's investment objectives, risk tolerance, and time horizons, among other considerations:

**Long-term purchases.** We purchase securities with the idea of holding them in the client's account for a year or longer. Typically we employ this strategy when:

- we want exposure to a particular asset class over time, regardless of the current projection for this class.

A risk in a long-term purchase strategy is that by holding the investment for this length of time, we may not take advantage of short-term gains that could be profitable to a client. Moreover, if our expectations are incorrect, an investment may decline sharply in value before we make the decision to sell.

**Short sales.** We borrow shares of a stock for your portfolio from someone who owns the stock on a promise to replace the shares on a future date at a certain price. Those borrowed shares are then sold. On the agreed-upon future date, we buy the same stock and return the shares to the original owner. We will generally engage in short selling to establish a hedge that may be suitable to the needs of a client.

**Margin transactions.** We may purchase investments for your portfolio with money borrowed from your brokerage account. This is generally done in an effort to create a financing resource for non-investment related needs. In unusual cases, it may also allow you to purchase more stock than you would be able to with your available cash, and allows us to purchase stock without selling other holdings.

**Option writing.** We may use options as an investment strategy. An option is a contract that gives the buyer the right, but not the obligation, to buy or sell an asset (such as a share of stock) at a specific price on or before a certain date. An option, just like a stock or bond, is a security. An option is also a derivative, because it derives its value from an underlying asset.

The two types of options are calls and puts:

- A call gives us the right to buy an asset at a certain price within a specific period of time. We will buy a call if we have determined that an investment will increase substantially before the option expires.
- A put gives us the holder the right to sell an asset at a certain price within a specific period of time. We will buy a put if we have determined that the price of an investment will fall before the option expires.

We will generally use options as a portfolio hedge and in unusual circumstances to speculate on the possibility of a sharp price swing. In other words, we will use an option purchase to limit the potential upside and downside of an investment we have purchased for your portfolio.

We use "covered calls", in which we sell an option on security you own. In this strategy, you receive a fee for making the option available, and the person purchasing the option has the right to buy the security from you at an agreed-upon price.

We use a "spreading strategy", in which we purchase two or more option contracts (for example, a call option that you buy and a call option that you sell) for the same underlying security. This effectively puts you on both sides of the market, but with the ability to vary price, time and other factors.

***Risk of Loss.***

Clients should understand that investing in any securities, including mutual funds, involves a risk of loss of both income and principal. There are certain additional risks associated with the securities recommended and strategies utilized by MWA including, among others:

Market Risk – Either the stock market as a whole, or the value of an individual company, goes down resulting in a decrease in the value of client investments. This is also referred to as systemic risk.

Equity (Stock) Market Risk – Common stocks are susceptible to general stock market fluctuations and to volatile increases and decreases in value as market confidence in and perceptions of their issuers change. If you held common stock, or common stock equivalents, of any given issuer, you would generally be exposed to greater risk than if you held preferred stocks and debt obligations of the issuer.

Fixed Income Risk – When investing in bonds, there is the risk that the issuer will default on the bond and be unable to make payments. Further, individuals who depend on set amounts of periodically paid income face the risk that inflation will erode their spending power. Fixed-income investors receive set, regular payments that face the same inflation risk.

Interest rate Risk – The chance that prices of fixed income securities will decline because of rising interest rates. Similarly, the income from fixed income securities may decline because of falling interest rates.

Reinvestment Risk – The risk that interest and principal payments from a bond will be reinvested at a lower yield than that received on the original bond. During periods of declining interest rates, bond payments may be invested at lower rates; during periods of rising rates, bond payments may be invested at higher rates.

ETF and Mutual Fund Risk – When investing in a an ETF or mutual fund, you will bear additional expenses based on your pro rata share of the ETF's or mutual fund's operating expenses, including the potential duplication of management fees. The risk of owning an ETF or mutual fund generally reflects the risks of owning the underlying securities the ETF or mutual fund holds. You will also incur brokerage costs when purchasing ETFs.

Management Risk – Your investment with MWA varies with the success and failure of our investment strategies, research, analysis and determination of portfolio securities. If our investment strategies do not produce the expected returns, the value of the investment will decrease.

Opportunity Cost Risk –The risk that an investor may forego profits or returns from other investments.

## **ITEM 9        DISCIPLINARY INFORMATION**

Registered investment advisers, such as MWA, are required to disclose any legal or disciplinary events that are material to a client's or prospective client's evaluation of our advisory business or the integrity of our management.

MWA and its management personnel have no reportable disciplinary events to disclose.

## **ITEM 10       OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS**

Neither MWA nor any of its management persons are registered, or have an application pending to register, as a broker-dealer or a registered representative of a broker-dealer, futures commission merchant, commodity pool operator, a commodity trading adviser, or an associated person of the foregoing entities. Moreover, MWA does not have any relationship or arrangement that is material to its advisory business or to its clients. MWA does not recommend or select other investment advisers for clients in exchange for compensation from those advisers.

## **ITEM 11       CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING**

MWA has adopted a Code of Ethics which sets forth high ethical standards of business conduct that we require of our employees, including compliance with applicable federal securities laws. MWA and our personnel owe a duty of loyalty, fairness and good faith towards our clients, and have an obligation to adhere not only to the specific provisions of the Code of Ethics but to the general principles that guide the Code.

The Code of Ethics includes policies and procedures requiring MWA to maintain a list of all reportable securities holdings for the Firm and anyone associated with this advisory practice that has access to advisory recommendations ("access person"). These holdings are reviewed on a regular basis by the Firm's Chief Compliance Officer or his/her designee. Such reviews include the review of quarterly securities transactions reports as well as initial and annual securities holdings reports that must be submitted by the Firm's access persons. Among other things, our Code of Ethics also requires the prior approval of any acquisition of securities in a limited offering (e.g., private placement) or an initial public offering. The Code also provides for oversight, enforcement and recordkeeping provisions.

The Code of Ethics also includes the Firm's policy prohibiting the use of material non-public information. While we do not believe that we have any particular access to non-

public information, all employees are reminded that such information may not be used in a personal or professional capacity.

A copy of our Code of Ethics is available to our advisory clients and prospective clients. You may request a copy by email sent to [ayaftali@monographwealth.com](mailto:ayaftali@monographwealth.com), or by calling us at 310 804-8082.

### **PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS**

MWA or individuals associated with the Firm may buy securities for the Firm or for themselves from our advisory clients; or sell securities owned by the Firm or the individual(s) to our advisory clients. We will ensure, however, that such transactions are conducted in compliance with all the provisions under Section 206(3) of the Advisers Act governing principal transactions to advisory clients.

MWA and individuals associated with the Firm are prohibited from engaging in agency cross transactions. Agency cross transactions occur where a person acts as an investment adviser in relation to a transaction in which the adviser, or an affiliate of the adviser, acts as broker for both the advisory client and for another person on the other side of the transaction.

### **PERSONAL TRADING**

On occasion employees of MWA may buy for their own accounts securities which the Firm also recommends to clients. It is possible that officers or employees of MWA may buy or sell securities or other instruments that the Firm has recommended to clients and may engage in transactions for their own account in a manner that is inconsistent with the Firm's recommendations to a client. Personal securities transactions by employees may raise potential conflicts of interest when such persons trade in a security that is owned by, or considered for purchase or sale for, a client.

In order to mitigate this conflict of interest and to comply with all applicable laws and regulations, MWA's Code of Ethics is designed to assure that the personal securities transactions, activities and interests of our employees will not interfere with (i) making decisions in the best interest of advisory clients and (ii) implementing such decisions while, at the same time, allowing employees to invest for their own accounts.

It is the expressed policy of MWA that no person employed by the Firm may purchase or sell any security prior to a transaction(s) being implemented for a client's advisory account, thereby preventing such employee(s) from benefiting from transactions placed on behalf of client accounts. Further, no principal or employee of the Firm may buy or sell securities for their personal portfolio(s) where their decision is a result of information received as a result of his or her employment unless the information is also available to the investing public.



The Firm may aggregate our employee trades with client transactions where possible and when compliant with our duty to seek best execution for our clients. In these instances, participating clients will receive an average share price and transaction costs will be shared equally and on a pro-rata basis. In the instances where there is a partial fill of a particular batched order, we will allocate all purchases pro-rata, with each account paying the average price. Our employee accounts will be excluded in the pro-rata allocation.

All of our principals and employees must act in accordance with all applicable Federal and State regulations governing registered investment advisory practices. MWA requires delivery and acknowledgement of the Code of Ethics by each supervised person of the Firm. MWA has established policies requiring the reporting of Code of Ethics violations to our senior management. Any individual who violates any of the above restrictions may be subject to sanctions including termination.

## **ITEM 12    BROKERAGE PRACTICES**

MWA does not maintain custody of client assets that we manage. Nevertheless, we may be deemed to have custody of client assets because clients give us authority to deduct management fees from their accounts (see Item 15 Custody, below). Client assets must be maintained in an account at a "qualified custodian," generally a broker-dealer or bank. MWA currently recommends that clients use primarily Fidelity Brokerage Services LLC ("Fidelity") or Pershing LLC ("Pershing") (collectively hereinafter "broker/custodians") to maintain custody of client assets and to effect trades for client accounts. MWA is independently owned and operated and not affiliated with any broker/custodians. The broker/custodians will hold client assets in a brokerage account and buy and sell securities when MWA instructs them to do so. While MWA recommends using one or more of the broker/custodians mentioned above, clients will decide whether to do so when they open an account with a broker/custodian by entering into an account agreement directly with the selected broker/custodian.

As further described below, factors considered by MWA in recommending clients to utilize the services of a broker/custodian include, but are not limited to, the reasonableness of their commissions, their financial strength, product availability, research and other services available to both the client and the Firm.

### **SELECTION CRITERIA**

MWA generally places all transactions through the broker/custodians mentioned above. MWA periodically evaluates the commissions charged and the services provided by these broker/custodians and compares those with other broker-dealers to evaluate whether overall best qualitative execution could be achieved by using alternative custodians.

MWA seeks to select and recommend broker/custodians who will hold your assets and execute transactions on terms that are overall most advantageous when compared to other available providers and their services. MWA considers a wide range of factors, including, among others, the following:

- the broker's ability to provide professional services,
- MWA's experience with the broker, the broker's reputation,
- the broker's quality of execution services, and
- costs associated with such services.

Clients are not under any obligation to affect trades through any recommended broker/custodian. For those clients who choose to use a broker-dealer other than those recommended by the Firm, such clients should be aware that MWA may not be able to negotiate specific brokerage commission rates with the broker on the client's behalf, or seek better execution services or prices from other broker-dealers. As a result, the client may pay higher commissions and/or receive less favorable net prices on transactions for their account than might otherwise be the case and that MWA will have limited ability to ensure the broker-dealer selected by the client will provide best possible execution.

### **BEST EXECUTION**

For those broker/custodians recommended by the Firm, it is MWA's policy and practice to strive for the best price and execution that are competitive in relation to the value of the transaction ("best execution"). MWA will generally seek "best execution" in light of the circumstances involved in transactions. In seeking best execution, the determinative factor is not the lowest possible cost, but whether the transaction represents the overall best qualitative execution, taking into consideration the full range of a broker-dealer's services, including among others, net price, reputation, financial strength and stability, efficiency of execution and error resolution, the size of the transaction and the market for the security. MWA will not obligate itself to obtain the lowest commission or best net price for an account on any particular transaction. Consistent with the foregoing, while MWA will seek competitive rates, it may not necessarily obtain the lowest possible commission rates for client transactions.

To ensure that brokerage firms recommended by MWA are conducting overall best qualitative execution, MWA will periodically (and no less often than annually) evaluate the trading process and brokers utilized. This evaluation will include, but is not limited to price, commission, timing, research, aggregated trades, capable floor brokers or traders, competent block trading coverage, ability to position, capital strength and stability, reliable and accurate communications and settlement processing, use of automation, knowledge of other buyers or sellers and administrative ability.

### **RESEARCH AND OTHER SOFT-DOLLAR BENEFITS**

Section 28(e) of the Exchange Act allows investment advisers to use client commissions to pay for brokerage and research services under certain circumstances without breaching their fiduciary duties to clients. This practice is commonly referred to as "soft dollars." While MWA does not enter into formal soft dollar arrangements with

those broker/custodians whom we recommend to clients, MWA is eligible to receive products and services from certain broker/custodians that may be used to service all or a substantial number of client accounts including, but not limited to, access to software, research and technology to facilitate trade execution. Because such products and services could benefit MWA, there exists a conflict of interest in allocating client brokerage business. In other words, MWA could receive valuable commissions charged by that broker or dealer to execute client transactions and the transaction commissions charged by that broker or dealer might not be the lowest commissions MWA might otherwise be able to negotiate. MWA could also have an incentive to cause clients to engage in more securities transactions than would otherwise be optimal in order to generate brokerage commissions with which to acquire products and services.

To mitigate this conflict, MWA has developed policies and procedures that address and monitor the use of such economic benefits. The Firm regularly reviews the amount of costs allocated to brokers that provide such benefits. MWA receives the following services from these brokers/custodians:

Fidelity:

The institutional platform services provided by Fidelity include brokerage, custody, and other related services. Fidelity's institutional platform services that assist us in managing and administering clients' accounts include software and other technology that (i) provide access to client account data (such as trade confirmations and account statements); (ii) facilitate trade execution and allocate aggregated trade orders for multiple client accounts; (iii) provide research, pricing and other market data; (iv) facilitate payment of fees from its clients' accounts; and (v) assist with back-office functions, recordkeeping and client reporting.

Fidelity also offers other services intended to help us manage and further develop our advisory practice. Such services include, but are not limited to, performance reporting, financial planning, contact management systems, third party research, publications, access to educational conferences, roundtables and webinars, practice management resources, access to consultants and other third party service providers who provide a wide array of business related services and technology with whom we may contract directly.

Fidelity generally does not charge its advisor clients separately for custody services but is compensated by account holders through commissions and other transaction-related or asset-based fees for securities trades that are executed through Fidelity or that settle into Fidelity accounts (i.e., transactions fees are charged for certain no-load mutual funds, commissions are charged for individual equity and debt securities transactions). Fidelity provides access to many no-load mutual funds without transaction charges and other no-load funds at nominal transaction charges.

As a fiduciary, we endeavor to act in our clients' best interests at all times. Our recommendation that clients maintain their assets at a particular broker/custodian is based on several factors, including the nature of cost or quality of custody and

brokerage services provided by the custodian. Brokers and dealers will not be excluded from consideration of receiving brokerage business simply because they have not provided research or other services or products, although MWA may not be willing to pay the same commission to such broker as MWA might have been willing to pay had the broker provided research products and services.

### **DIRECTED BROKERAGE**

In circumstances where MWA is required by the client to execute transactions through a specific broker other than a recommended broker/custodian (aka "Directed Brokerage"), the client should understand that the client will negotiate terms and arrangements for the account with that broker-dealer, and MWA will not seek better execution services or prices from other broker-dealers or be able to "batch" client transactions for execution through other broker-dealers with orders for other accounts managed by MWA (as described below). Additionally, in directed brokerage situations, MWA will have limited ability to ensure the broker-dealer selected by the client will provide best possible execution. As a result, the client may pay higher commissions or other transaction costs or greater spreads, or receive less favorable net prices, on transactions for the account than would otherwise be the case. Subject to its duty of best execution, MWA may decline a client's request to direct brokerage if, in our sole discretion, we believe such directed brokerage arrangement would not be beneficial to a client.

### **TRADE AGGREGATION AND ALLOCATION**

Transactions for each client account generally will be effected independently unless MWA decides to purchase or sell the same securities for several clients at approximately the same time. Because clients must direct MWA as to the broker-dealer to be used, the Firm is not able to combine or "batch" orders to achieve most favorable execution when client accounts are distributed across various custodians, nor is the Firm able to allocate equitably among its clients differences in prices and commissions or other transaction costs that might have been obtained had such orders been batched. Consequently, transactions will be averaged as to price and transaction costs and will be allocated among MWA's clients in proportion to the purchase and sale orders placed for each client account on any given day. If the Firm cannot obtain execution of all the combined orders at prices or for transactions costs that we believe are desirable, we will allocate the securities the Firm does buy or sell as part of the combined orders by following the Firm's order allocation procedures.

## **ITEM 13 REVIEW OF ACCOUNTS**

### **INVESTMENT ADVISORY SERVICES**

**REVIEWS:** While the underlying securities within a client's accounts are continually monitored, these accounts are reviewed at least quarterly. Accounts are reviewed in the context of each client's stated investment objectives and guidelines. More frequent reviews may be triggered by material changes in variables such as the client's individual circumstances, or the market, political or economic environment. Clients are encouraged to notify the Firm and its advisory representatives of any changes in his/her

personal financial situation that might affect his/her investment needs, objectives, or time horizon.

These accounts are reviewed by the firm's portfolio management team.

**REPORTS:** Written account statements are generated no less than quarterly and are sent directly from the account custodian. These statements list the account positions, activity in the account over the covered period, and other related information, including any fees deducted from the account. Clients are also sent confirmations following each brokerage account transaction unless confirmations have been waived. Clients are urged to carefully review all account statements.

In addition, MWA typically provides quarterly reports to clients summarizing account performance, balances and holdings.

### **WEALTH PLANNING SERVICES**

**REVIEWS:** Reviews may occur at different stages depending on the nature and terms of the specific engagement.

**REPORTS:** Wealth Planning clients will receive a completed financial plan as part of an iterative investment and planning process.

## **ITEM 14 CLIENT REFERRALS AND OTHER COMPENSATION**

As discussed under Item 12, while MWA does not enter into soft dollar arrangements with those custodians/broker-dealers whom we recommend to clients, MWA is eligible to receive products and services from certain broker/custodians including investment research products and/or services, which assists the Firm in its investment decision-making. Please see "brokerage Practices" above for additional information.

It is MWA's policy not to engage solicitors or to pay related or non-related persons for referring potential clients to the Firm. Further, it is MWA's policy not to accept or allow our related persons to accept any form of compensation, including cash, sales awards or other prizes, from a non-client in conjunction with the advisory services we provide to our clients.

## **ITEM 15 CUSTODY**

As disclosed in the "Fees and Compensation" section (Item 5) of this Brochure, the Firm is deemed to have custody of client funds by reason of the fact that we have the authority to directly debit our advisory fees from client accounts. To mitigate any potential conflicts of interests, all client account assets will be maintained with an independent qualified custodian.

As part of the billing process, the client's custodian is advised of the amount of the fee to be deducted from that client's account. On at least a quarterly basis, the custodian is required to send to the client a statement showing all transactions within the account during the reporting period, including advisory fees paid to MWA.

Because the custodian does not calculate the amount of the fee to be deducted, it is important for clients to carefully review their custodial statements to verify the accuracy of the calculation, among other things, and to compare such statements to any account reports provided by the Firm. Clients should understand that it is their responsibility to ensure that the fee calculation is correct, and not the custodian. Clients should contact MWA directly if they believe that there may be an error in their statement.

If funds or securities are inadvertently received by our firm, they are returned to the sender immediately, or as soon as practical.

## **ITEM 16 INVESTMENT DISCRETION**

Dependent upon the selection of the client, MWA may perform advisory services on either a non-discretionary or discretionary basis. For client accounts managed on a non-discretionary basis, MWA will purchase, sell or otherwise trade securities or other investments for the client's account only after the client has been notified of and approves the transaction. This approval may be verbal or written.

For client accounts managed on a discretionary basis, MWA will place trades in a client's account without contacting the client prior to each trade to obtain the client's permission.

MWA's discretionary authority includes the ability to do the following without contacting the client: (i) determine the security to buy or sell; (ii) determine the amount of the security to buy or sell; and (iii) determine when transactions are made. By signing the Firm's "discretionary agreement," clients authorize us to exercise this full discretionary authority with respect to all investment transactions involving the client's investment management account. Pursuant to such agreement, we are designated as the client's attorney-in-fact with discretionary authority to effect investment transactions in the client's account which authorizes us to give instructions to third parties in furtherance of such authority. Clients may limit this authority by giving us written instructions. Clients may also change/amend such limitations by once again providing us with written instructions.

## **ITEM 17 VOTING CLIENT SECURITIES**

As a matter of Firm policy, MWA does not vote proxies on behalf of clients. Therefore, although the Firm may provide investment advisory services relative to client investment assets, clients maintain exclusive responsibility for: (1) directing the manner in which proxies solicited by issuers of securities beneficially owned by the client shall be voted, and (2) making all elections relative to any mergers, acquisitions, tender offers, bankruptcy proceedings, legal proceedings or other type events pertaining to the client's investment assets. Clients are responsible for instructing each custodian of the assets, to forward to the client copies of all proxies and shareholder communications relating to the client's investment assets. Further, for any mutual funds or separately managed accounts ("SMA") held in a client's account, the mutual fund or SMA Manager is

responsible for voting proxies on securities held in the mutual fund portfolio or separately managed account and not MWA.

In the case of ERISA clients, MWA generally does not vote proxies for ERISA client accounts. Should proxy materials be forwarded on to the Firm at the request of an ERISA plan sponsor, we will strive to vote proxies in the best interest of the client. A copy of our proxy voting policies and applicable records are available upon written request.

Please note that MWA will not be deemed to have proxy voting authority solely as a result of providing information relating to a particular proxy to an inquiring client.

## **ITEM 18 FINANCIAL INFORMATION**

As an advisory firm that maintains discretionary authority for client accounts, MWA is required to disclose any financial condition that is reasonable likely to impair our ability to meet our contractual obligations. MWA has no such financial circumstances to report.

Under no circumstances does the Firm require or solicit payment of fees in excess of \$1,200 per client more than six months in advance of services rendered. Therefore, we are not required to include a financial statement.

MWA has not been the subject of a bankruptcy petition at any time during the past ten years.