

# Gratitude Advisors, LLC

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## Form ADV Appendix Part 2A- Wrap Fee Brochure

**March 6, 2015**

This Brochure provides information about the qualifications and business practices of Gratitude Advisors, LLC. If you have any questions about the contents of this Brochure, please contact our Chief Compliance Officer at (415) 580-1873 or via email at [peggy@mangot.com](mailto:peggy@mangot.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.

Gratitude Advisors, LLC is a Registered Investment Adviser. Registration of an investment adviser does not imply any level of skill or training. The oral and written communications of an adviser provide you with information that you may use to determine whether to hire or retain them.

Additional information about Gratitude Advisors, LLC is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by using a unique identifying number, known as CRD number. The CRD number for Gratitude Advisors, LLC is 174532. The SEC's web site also provides information about any persons affiliated with Gratitude Advisors, LLC who are registered, or are required to be registered, as Investment Adviser Representatives of Gratitude Advisors, LLC

## Item 2 – Material Changes

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This is a new Adviser.

In the future, this section of the brochure will discuss only the specific material changes that were made to the Brochure and will provide you with a summary of all material changes that have occurred since the last filing of this Brochure. This section will also identify the date of our last annual brochure update.

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 which is December 31st. We will provide other ongoing disclosure information about material changes as necessary. We will also provide you with a new Brochure, as necessary, based on changes or new information. Currently, our Brochure may be requested at any time, without charge, by contacting Gratitude Advisors, LLC at (415) 580-1873.

## Item 3 – Table of Contents

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<b>Item 1 – Cover Page .....</b>	<b>1</b>
<b>Item 2 – Material Changes.....</b>	<b>2</b>
<b>Item 3 – Table of Contents .....</b>	<b>3</b>
<b>Item 4 – Services, Fees and Compensation.....</b>	<b>4</b>
Wrap Fee Program .....	4
Fees and Compensation.....	6
<b>Item 5 – Account Requirements and Types of Clients .....</b>	<b>8</b>
<b>Item 6 – Portfolio Manager Selection and Evaluation .....</b>	<b>8</b>
Portfolio Managers .....	8
Advisory Business.....	8
Performance-Based Fees and Side-by-Side Management.....	9
Methods of Analysis, Investment Strategies and Risk of Loss .....	9
Voting Client Securities .....	10
<b>Item 7 – Client Information Provided to Portfolio Managers.....</b>	<b>10</b>
<b>Item 8 – Client Contact with Portfolio Managers .....</b>	<b>11</b>
<b>Item 9 – Additional Information .....</b>	<b>11</b>
Disciplinary Information.....	11
Other Financial Industry Activities and Affiliations.....	11
Code of Ethics, Participation or Interest in Client Accounts and Personal Trading .....	11
Review of Accounts.....	13
Client Referrals and Other Compensation .....	13
Financial Information .....	13

## Item 4 – Services, Fees and Compensation

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Gratitude Advisors, LLC (“Gratitude Advisors,” “we,” “our”) is a Registered Investment Adviser (“Adviser”) which offers this wrap fee program through an online web-based application for our clients. We are registered through and regulated by the United States Securities and Exchange Commission (“SEC”).

We provide investment advice through Investment Adviser Representatives (“Advisor”) associated with us. These individuals are appropriately licensed, qualified, and authorized to provide advisory services on our behalf. In addition, all advisors are required to have a college degree, professional designation, or equivalent professional experience.

Gratitude Advisors was founded in December 2014 and is wholly owned by Gratitude Investments Inc. Gratitude Investments Inc. is owned by Margaret “Peggy” Mangot, who serves as our Chief Compliance Officer, Tia Gao, and Robert Byron Haigler. We provide web-based portfolio management services to individuals, high net worth individuals, trusts, estates, charitable organizations, foundations, endowments, corporations, small businesses and churches.

### Wrap Fee Program

We provide online web-based portfolio management services to individuals and businesses. Our focus is on helping you develop and execute plans that are designed to build and preserve your wealth. We currently provide our web-based portfolio management services in investment programs that bundle or “wrap” services (investment advice, trade execution, custody, etc.) together and charge a single fee based on the value of assets under management.

Portfolio management is the professional management of securities (stocks, bonds and other securities) in order to meet your specified investment goals. With our Wrap Fee Account, you will use our web-based software application to assist you in developing a personalized asset allocation program designed to meet your unique investment objectives. The investments in the portfolio account may include ETFs, stocks, and bonds.

This is a program that allows us to create an investment model portfolio and manage it within your investment guidelines and financial parameters. This program enables you to pursue your investment objectives with us as manager all in one consolidated portfolio. In such an investment advisory relationship, the portfolio’s investment strategy is more limited by the specific product or investment style being sought by the client.

We manage investments on both a discretionary and non-discretionary basis. Managing investments on a discretionary basis means you have given us the authority to determine the following with/without your consent:

- Securities to be bought or sold for your account
- Amount of securities to be bought or sold for your account

If you have not given us the authority to manage your account on a discretionary basis, then we cannot trade in your account without your express permission.

You will input information into the system such as your current age and desired retirement age. Based on the information you input, the software will create a roadmap to guide your wealth management program by incorporating different aspects of your financial status into an overall plan designed to meet your goals and objectives. Our recommendations and ongoing management are based upon your current age, desired retirement age, investment goals and objectives, risk tolerance, and the investment portfolio you have selected.

You will be provided with a targeted strategic allocation of assets by class. We currently offer the following Wrap Fee Programs through Folio Institutional:

### ***Growth***

Clients can assume a higher degree of risk with the primary objective to increase the principal value of their investment holdings. Investments are primarily held in corporate equities, mutual funds, and ETFs.

### ***Growth and Income***

Clients can assume a moderate amount of risk and seek investments generating dividend income as well as capital appreciation. Investments are primarily held in corporate equities, mutual funds, ETFs, and corporate bonds.

### ***Income***

The generation of dividend and interest income with a low degree of risk is paramount. Investments are generally allocated in investment grade corporate debt, preferred stock, dividend paying stocks, ETFs, and mutual funds

### ***Capital Preservation***

Safety and stability are the primary objective with a very low degree of risk. Liquidity needs must be clearly articulated.

As part of our asset management services provided with our Wrap Fee Programs, the software will:

- Review your present financial situation
- Monitor and track assets under management
- Provide portfolio statements, asset allocation statement, rebalanced statements as needed
- Advise on asset selection and account types

You are obligated to enter any new information into the web-based application promptly when your financial situation, goals, objectives, or needs change. In addition, should you decide to make a change to your existing allocation, you may do so through the web-based allocation and we will make the changes for you within 10 business days once notified.

If you elect to use our online services, you will receive an agreement detailing the services, fees, terms and conditions of the relationship. You will also receive this Brochure. We will manage your assets on an ongoing basis through our relationship with Folio Institutional.

You shall have the ability to impose reasonable restrictions on the management of your account, including the ability to instruct us not to purchase certain stocks or other securities. These restrictions may be a specific company security, industry sector, asset class, or any other restriction you request.

You will enter into a separate custodial agreement with the custodian which authorizes the custodian to take instructions from us regarding all investment decisions for your account. We will select the securities bought and sold and the amount to be bought and sold, within the parameters of the objectives and risk tolerance of your account. You will be notified of any purchases or sales through trade confirmations and statements that are provided by the custodian. These statements list the total value of the account, itemize all transaction activity, and list the types, amounts, and total value of securities held. You will at all times maintain full and complete ownership rights to all assets held in your account, including the right to withdraw securities or cash, proxy voting and receiving transaction confirmations.

Trading may be required to meet initial allocation targets, after substantial cash deposits that require investment allocation, and/or after a request for a withdrawal that requires liquidation of a position. Additionally, your account may be rebalanced or reallocated periodically in order to reestablish the targeted percentages of your initial asset allocation. This rebalancing or reallocation will occur on the schedule we have determined together. You will be responsible for any and all tax consequences resulting from any rebalancing or reallocation of the account. We are not tax professionals and do not give tax advice.

You will be able to access your account to view performance on a daily basis. By accessing your account through our website, you will receive additional feedback regarding performance, our long-term investment philosophy, and a description of any changes in current strategy and allocation along with the reasons for making these changes.

You will also receive our Advisory Agreement which describes what services you will receive and what fees you will be charged. We are available during normal business hours by telephone and email to answer your questions.

## **Fees and Compensation**

A wrap fee program (“bundled”) allows you to pay a specified fee for portfolio management services and the execution of transactions. The fee is not based directly upon transactions in your account. The fee is bundled with our costs for executing transactions in your account(s).

The fee charged is based upon the amount of money you invest. Multiple accounts of immediately-related family members, at the same mailing address, may be considered one consolidated account for billing purposes. Fees are charged quarterly, in arrears. Fees will be calculated on the average daily balance of the previous quarter, will be billed within the first two weeks of the quarter and will be calculated per the fee schedule as follows:

FEE SCHEDULE	
Percentage	Portfolio Size (AUM)
No charge	0 - \$5,000
0.50%	Accounts over \$5,000

Clients will sign up for a one year contract that is automatically renewable after the one year anniversary unless a cancellation notice is received from the client. Clients may terminate their contracts at any time including within the initial one year period. All terminations must be sent through the web-based application that all online clients use to control their accounts. Upon termination of any account, any prepaid fees that are in excess of the management services performed will be promptly refunded to you. Any fees that are due, but have not been paid, will be billed to you and are due immediately. No increase in the annual fee shall be effective without prior written notification to you. We believe our fee is reasonable considering the fees charged by other investment advisers offering similar services/programs.

If the Wrap Fee Brochure is not delivered to the Client at least 48 hours prior to entering into the management agreement, the Client may terminate the agreement for services within five business days of execution without penalty. After the five-day period, either party, upon 30 days written notice to the other, may terminate the management agreement. The management fee will be pro-rated for the month in which the cancellation notice was given and any unearned fees will be returned to the client via check.

You will authorize the custodian to directly debit fees from your account held at the custodian and to pay us. Management fees are prorated for each contribution and withdrawal made during the applicable calendar quarter (with the exception of small inconsequential contributions and withdrawals). You will be provided with a quarterly statement reflecting deduction of the advisory fees.

Since the Adviser does not charge Clients fees based on trading activity, the Adviser may have an incentive to limit trading activities in Client account(s) because the Adviser is charged for executing trades. In addition, the amount of compensation received by the Adviser may be more than what the Adviser would receive if the Client paid separately ("unbundled") for investment advice, brokerage, and other services. Therefore the Adviser may have a financial incentive to recommend the wrap fee program over other programs or services. The Adviser monitors all Client accounts to ensure that the Adviser's fiduciary duty is met for all Clients. Any breaches of the Adviser's fiduciary duty are noted and appropriate repercussions are initiated to deter such behavior.

By participating in a wrap fee program, Clients may end up paying more or less than they would through a non-wrap fee program where a lower advisory fee is charged, but trade execution costs are passed directly through to the Client by the executing broker. Clients could also invest in debt and equities directly, without the Adviser's services. In that case, Clients would not receive the services provided by the Adviser which are designed, among other things, to assist in determining which funds are appropriate for the portfolio and the Client's Account.

There are other fees that Clients may be charged by other parties. In our wrap fee program we include all trade charges for your account. However, our fees do not include other related costs and expenses. You may incur certain charges imposed by custodians, and other third parties. These include charges for paper statements and partial or full transfer of your account, custodial fees, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Money market funds and exchange-traded funds (ETFs) also charge internal management fees, which are disclosed in the fund's prospectus. These fees may include, but are not limited to a management fee and other fund expenses. We do not receive any compensation from these fees. All of these fees are in addition to the management fee you pay us. You should review all fees charged to fully understand the total amount of fees you will pay. Services similar to those offered by us may be available elsewhere for more or less than the amounts we charge.

Certain strategies offered by us involve investment in mutual funds. Load and no load mutual funds may pay annual distribution charges, sometimes referred to as "12(b)(1) fees". These 12(b)(1) fees come from fund assets, and thus indirectly from clients' assets. We do not receive any compensation from these fees. However, if the Adviser does receive these fees, the Adviser will attempt to return the fees to the client. The 12(b)(1) fee, deferred sales charges and other fee arrangements will be disclosed upon your request and are typically described in the applicable fund's prospectus.

Your account at the custodian may also be charged for certain additional assets managed for you by us but not held by the custodian (i.e. variable annuities, mutual funds, 401(k)s).

## **Item 5 – Account Requirements and Types of Clients**

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There are no minimum account size requirements

The Adviser provides portfolio management services to individuals, high net worth individuals, trusts, estates, corporations, trusts, endowments, non-profits and small business owners.

## **Item 6 – Portfolio Manager Selection and Evaluation**

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### **Portfolio Managers**

Gratitude Advisors serves as the portfolio managers for all Client accounts for the wrap fee program. We do not utilize outside portfolio managers. All client accounts are managed in-house by Peggy Mangot. The portfolio manager's background information can be found in the Form ADV Part 2B Brochure Supplement attached.

She reviews performance information provided through the Custodian.

### **Advisory Business**

As previously stated in Item 4 – Services, Fees and Compensation, Gratitude Advisors's sole advisory service is asset management services provided through its Wrap Fee Programs. Please refer to Item 4 for all information pertaining to our advisory business. We do not tailor our services for individual client needs



or allow clients to impose restrictions on investing in certain securities or types of securities. We will review your financial circumstances, investment goals and objectives, and to determine your risk tolerance and then use this information to determine which model investment portfolio is appropriate for your circumstances.

## **Performance-Based Fees and Side-by-Side Management**

The Adviser does not charge any performance-based fees. These are fees based on a share of capital gains on or capital appreciation of the assets of a Client. The Adviser does not perform side-by-side management.

## **Methods of Analysis, Investment Strategies and Risk of Loss**

### **Methods of Analysis**

We may use targeted asset allocation as part of our overall investment management discipline. With targeted asset allocation, we combine several strategies to determine asset allocation strategies which may cover everything from conservative income to very aggressive growth oriented approaches. We use passively managed ETFs. We will assign you a targeted portfolio that meets your goals and time horizon, while addressing the level of risk you are comfortable assuming. The strategic recommended portfolio allocation will change as you approach your desired retirement age; however your specific portfolio model may change to reflect shifts in your risk tolerance and goals. We screen and select funds and securities to be added to or removed from the portfolio on a regular basis. Rebalancing review usually occurs nightly.

### **Investment Strategies**

In order to perform this analysis, we use many resources, such as:

- Third Party research
- Nationally recognized statistical rating organizations
- Morningstar
- Financial newspapers and magazines (e.g. Wall Street Journal, Forbes, etc.)
- Annual reports, prospectuses, filings with the Securities and Exchange Commission
- Research materials prepared by others
- Company press releases
- Inspections of corporate activities.

The investment strategies we use to implement any investment advice given to you include, but are not limited to:

- Long term purchases - securities held at least a year
- Short term purchases - securities sold within a year

### **Risk of Loss**

We cannot guarantee our analysis methods will yield a return. In fact, a loss of principal is always a risk. Investing in securities involves a risk of loss that you should be prepared to bear. You need to understand

that investment decisions made for your account by us are subject to various market, currency, economic, political and business risks. The investment decisions we make for you will not always be profitable nor can we guarantee any level of performance.

Clients need to remember that past performance is no guarantee of future results. All funds carry some level of risk. You may lose some or all of the money you invest, including your principal, because the securities held by a fund goes up and down in value. Dividend or interest payments may also fluctuate, or stop completely, as market conditions change.

Before you invest, be sure to read a fund's prospectus and shareholder reports to learn about its investment strategy and the potential risks. Funds with higher rates of return may take risks that are beyond your comfort level and are inconsistent with your financial goals.

While past performance does not necessarily predict future returns, it can tell you how volatile (or stable) a fund has been over a period of time. Generally, the more volatile a fund, the higher the investment risk. If you'll need your money to meet a financial goal in the near-term, you probably can't afford the risk of investing in a fund with a volatile history because you will not have enough time to ride out any declines in the stock market.

### **Voting Client Securities**

As a matter of firm policy and practice, we do not have any authority to and do not vote proxies on behalf of Clients. Clients retain the responsibility for receiving and voting proxies for any and all securities maintained in your portfolios. We are authorized to instruct the custodian to forward you copies of all proxies and shareholder communications relating to your account assets. Further, the Adviser will not be required to take any action or render any advice with respect to any securities held in the Account, which are named in or subject to class action lawsuits. The Adviser will, however, forward to the Client any information the Firm receives regarding class action legal matters involving any security held in the Account and discuss such information if the Client so desires.

## **Item 7 – Client Information Provided to Portfolio Managers**

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The Adviser has access to all Client information obtained by the Adviser with respect to the particular Client accounts that they manage. The Adviser does not provide Client information to any other portfolio managers.

## **Item 8 – Client Contact with Portfolio Managers**

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The primary point of contact for Clients with respect to this wrap fee program is Margaret “Peggy” Mangot. Clients are always free to directly contact Peggy Mangot with any questions or concerns they have about their portfolios or other matters.

## **Item 9 – Additional Information**

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### **Disciplinary Information**

Registered Investment Advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of us or the integrity of our management. We do not have any information to disclose concerning Gratitude Advisors or any of our investment advisors. We adhere to high ethical standards for all advisors and associates. We strive to do what is in your best interests.

### **Other Financial Industry Activities and Affiliations**

The investment adviser representatives of Gratitude Advisors do not participate in other business activities or have any outside affiliations at this time.

Gratitude Advisors is a wholly owned subsidiary of Gratitude Investments Inc (“Gratitude Investments”). Gratitude Investments also owns Spark Gift Sales LLC (“Spark Gift”). All assets managed by Gratitude Advisors are made via gift certificates purchased through Spark Gift.

### **Code of Ethics, Participation or Interest in Client Accounts and Personal Trading** **General Information**

We have adopted a Code of Ethics for all supervised persons of the firm describing its high standards of business conduct, and fiduciary duty to you, our client. The Code of Ethics includes provisions relating to the confidentiality of client information, a prohibition on insider trading, a prohibition of rumor mongering, restrictions on the acceptance of significant gifts, the reporting of certain gifts and business entertainment items, and personal securities trading procedures. All of our supervised persons must acknowledge the terms of the Code of Ethics annually, or as amended.

#### **Participation or Interest in Client Accounts**

We may recommend securities to you that we have purchased for our own accounts. We may trade securities in our account that we have recommended to you as long as we place our orders after your orders. This policy is meant to prevent us from benefiting as a result of transactions placed on behalf of advisory accounts.

The following acts are prohibited:

- Employing any device, scheme or artifice to defraud
- Making any untrue statement of a material fact

- Omitting to state a material fact necessary in order to make a statement, in light of the circumstances under which it is made, not misleading
- Engaging in any fraudulent or deceitful act, practice or course of business
- Engaging in any manipulative practices
- Participating in Client accounts

Client and prospective clients may request a copy of the firm's Code of Ethics by contacting Peggy Mangot.

### **Personal Trading**

We may recommend securities to you that we will purchase for our own accounts. We may trade securities in our account that we have recommended to you as long as we place our orders after your orders. This policy is meant to prevent us from benefiting as a result of transactions placed on behalf of advisory accounts.

Certain affiliated accounts may trade in the same securities with your accounts on an aggregated basis when consistent with our obligation of best execution. When trades are aggregated, all parties will share the costs in proportion to their investment. We will retain records of the trade Order (specifying each participating account) and its allocation. Completed Orders will be allocated as specified in the initial trade order. Partially filled Orders will be allocated on a pro rata basis. Any exceptions will be explained on the Order.

We have established the following restrictions in order to ensure our fiduciary responsibilities regarding insider trading are met:

- No securities for our personal portfolio(s) shall be bought or sold where this decision is substantially derived, in whole or in part, from the role of Investment Advisory Representative(s) of Gratitude Advisors, unless the information is also available to the investing public on reasonable inquiry. In no case, shall we put our own interests ahead of yours.

Gratitude Advisors, LLC has a personal securities transaction policy in place to monitor the personal securities transactions and securities holdings of "Access Persons". The policy requires that an Access Person of the firm provide the Chief Compliance Officer or his/her designee with a written report of their current securities holdings within ten (10) days after becoming an Access Person. Additionally, each Access Person must provide the Chief Compliance Officer or his/her designee with a written report of the Access Person's current securities holdings at least once each twelve (12) month period thereafter on a date the Adviser selects; provided, however that at any time that the Adviser has only one Access Person, he or she shall not be required to submit any securities report described above.

### **Privacy Statement**

We are committed to safeguarding your confidential information and hold all personal information provided to us in the strictest confidence. These records include all personal information that we collect from you or receive from other firms in connection with any of the financial services they provide. We also require other firms with whom we deal with to restrict the use of your information. Our Privacy Policy is available upon request.

**Conflicts of Interest**

Gratitude Advisors, LLC representatives may employ the same strategy for personal investment account as they do for clients. However, orders will not be placed in a way to benefit from the purchase or sale of a security.

We act in a fiduciary capacity. If a conflict of interest arises between us and you, we shall make every effort to resolve the conflict in your favor. Conflicts of interest may also arise in the allocation of investment opportunities among the accounts that we advise. We will seek to allocate investment opportunities according to what we believe is appropriate for each account. We strive to do what is equitable and in the best interests of all the accounts we advise.

**Review of Accounts**

Reviews will be conducted at least annually or as agreed to by us. Reviews will be conducted by our Chief Compliance Officer and Managing Member Peggy Mangot. You may request more frequent reviews and may set thresholds for triggering events that would cause a review to take place. Generally, we will monitor for changes and shifts in the economy, changes to the management and structure of a mutual fund or company in which client assets are invested, and market shifts and corrections.

**Reports**

You will be able to access your account via our website on a daily basis to view your account's performance. Additionally, you will be provided with account statements from the custodian reflecting the transactions occurring in the account on at least a quarterly basis. These statements will be written or electronic depending upon what you selected when you opened the account. You will be provided with paper confirmations for each securities transaction executed in the account. You are obligated to notify us of any discrepancies in the account(s) or any concerns you have about the account(s).

**Client Referrals and Other Compensation**

We do not receive any compensation for referring clients to another advisor nor do we pay any compensation to another advisor if they refer clients to us.

**Financial Information**

We are required to provide you with certain financial information or disclosures about our financial condition. We have no financial commitment that would impair our ability to meet any contractual and fiduciary commitments to you, our client. We have not been the subject of any bankruptcy proceedings.

In no event shall we charge advisory fees that are both in excess of twelve hundred dollars and more than six months in advance of advisory services rendered.