

**Firm Brochure**  
(Part 2A of Form ADV)



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This brochure provides information about the qualifications and business practices of Waypoint Strategic Advisors, LLC. Being registered as a registered investment adviser does not imply a certain level of skill or training. If you have any questions about the contents of this brochure, please contact us at 843-873-4420 or by email at [matt@waypointus.com](mailto:matt@waypointus.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.

Additional information about Waypoint Strategic Advisors, LLC (IARD #152077) is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

February 29, 2024

## **Item 2: Material Changes**

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### **Annual Update**

The Material Changes section of this brochure will be updated annually or when material changes occur since the previous release of the Firm Brochure.

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### **Material Changes since the Last Update**

This update is in accordance with the required annual update for Investment Advisors, Since the last update on October 26, 2023, the following has been changed:

- Item 4 to update the assets under management for the firm.
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### **Full Brochure Available**

Whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at: 843-873-4420 or by email at: [matt@waypointus.com](mailto:matt@waypointus.com).

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## Item 4: Advisory Business

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### **Firm Description**

Waypoint Strategic Advisors, LLC (“WSA”) was founded in 2010 by Joe Young, Jr. and Richard Coakley.

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### **Types of Advisory Services**

#### ASSET MANAGEMENT

WSA offers discretionary and non-discretionary asset management services to advisory clients. WSA will work with the client to determine the client’s investment objectives and investor risk profile and will design a written investment policy statement. WSA uses investment objectives and investor risk software to evaluate alternative portfolio designs. WSA evaluates the client’s existing investments with respect to the client’s investment policy statement. WSA works with new client to develop a plan to transition for moving from the client’s existing portfolio to the desired portfolio. WSA will then continuously monitor the client’s portfolio holdings and the overall asset allocation strategy.

#### Discretionary

When the Client provides WSA discretionary authority the Client will sign a limited trading authorization or equivalent. WSA will have the authority to execute transactions in the account without seeking Client approval on each transaction.

#### Non-Discretionary

When the Client elects to use WSA on a non-discretionary basis, WSA will determine the securities to be bought or sold and the amount of the securities to be bought or sold. However, WSA will obtain prior Client approval on each and every transaction before executing any transaction.

WSA will typically create a portfolio of no-load mutual funds and may use model portfolios if the models match the client’s investment policy. WSA will allocate the client’s assets among various investments taking into consideration the overall management style selected by the client. WSA primarily recommends portfolios consisting of mutual funds offered by Dimensional Fund Advisors (DFA). DFA sponsored mutual funds follow a passive asset class investment philosophy with low holdings turnover. Consequently, the DFA fund fees are generally lower than other fees and expenses charged by other types of funds. Client portfolios may also include some individual equity securities.

In addition to managing the client’s investment portfolio, WSA may consult with clients on various financial areas including income and estate tax planning, business sale structures, college financial planning, retirement planning, insurance analysis, personal cash flow analysis, establishment and design of retirement plans and trust designs, among other things.

### ERISA PLAN SERVICES

WSA provides service to qualified retirement plans including 401(k) plans, 403(b) plans, pension and profit-sharing plans, cash balance plans, and deferred compensation plans. WSA may act as either a 3(21) or 3(38) advisor:

**Limited Scope ERISA 3(21) Fiduciary.** WSA may serve as a limited scope ERISA 3(21) fiduciary that can advise, help and assist plan sponsors with their investment decisions. As an investment advisor WSA has a fiduciary duty to act in the best interest of the Client. The plan sponsor is still ultimately responsible for the decisions made in their plan, though using WSA can help the plan sponsor delegate liability by following a diligent process.

#### 1. Fiduciary Services are:

- Provide investment advice to the Client about asset classes and investment alternatives available for the Plan in accordance with the Plan's investment policies and objectives. Client will make the final decision regarding the initial selection, retention, removal and addition of investment options. WSA acknowledges that it is a fiduciary as defined in ERISA section 3 (21) (A) (ii).
- Assist the Client in the development of an investment policy statement ("IPS"). The IPS establishes the investment policies and objectives for the Plan. Client shall have the ultimate responsibility and authority to establish such policies and objectives and to adopt and amend the IPS.
- Provide investment advice to the Plan Sponsor with respect to the selection of a qualified default investment alternative for participants who are automatically enrolled in the Plan or who have otherwise failed to make investment elections. The Client retains the sole responsibility to provide all notices to the Plan participants required under ERISA Section 404(c) (5) and 404(a)-5.
- Assist in monitoring investment options by preparing periodic investment reports that document investment performance, consistency of fund management and conformance to the guidelines set forth in the IPS and make recommendations to maintain, remove or replace investment options.
- Meet with Client on a periodic basis to discuss the reports and the investment recommendations.

#### 2. Non-fiduciary Services are:

- Assist in the education of Plan participants about general investment information and the investment alternatives available to them under the Plan. Client understands WSA's assistance in education of the Plan participants shall be consistent with and within the scope of the Department of Labor's definition of investment education (Department of Labor Interpretive Bulletin 96-1). As such, WSA is not providing fiduciary advice as defined by ERISA 3(21)(A)(ii) to the Plan participants. WSA will not provide investment advice concerning the prudence of



any investment option or combination of investment options for a particular participant or beneficiary under the Plan.

- Assist in the group enrollment meetings designed to increase retirement plan participation among the employees and investment and financial understanding by the employees.

WSA may provide these services or, alternatively, may arrange for the Plan's other providers to offer these services, as agreed upon between WSA and Client.

3. WSA has no responsibility to provide services related to the following types of assets ("Excluded Assets"):

- Employer securities;
- Real estate (except for real estate funds or publicly traded REITs);
- Stock brokerage accounts or mutual fund windows;
- Participant loans;
- Non-publicly traded partnership interests;
- Other non-publicly traded securities or property (other than collective trusts and similar vehicles); or
- Other hard-to-value or illiquid securities or property.

Excluded Assets will **not** be included in calculation of Fees paid to WSA on the ERISA Agreement. Specific services will be outlined in detail to each plan in the 408(b)2 disclosure.

**ERISA 3(38) Investment Manager.** WSA can also act as an ERISA 3(38) Investment Manager in which it has discretionary management and control of a given retirement plan's assets. WSA would then become solely responsible and liable for the selection, monitoring and replacement of the plan's investment options.

1. Fiduciary Services are:

- WSA has discretionary authority and will make the final decision regarding the initial selection, retention, removal and addition of investment options in accordance with the Plan's investment policies and objectives.
- Assist the Client with the selection of a broad range of investment options consistent with ERISA Section 404(c) and the regulations thereunder.
- Assist the Client in the development of an investment policy statement ("IPS"). The IPS establishes the investment policies and objectives for the Plan.
- Provide discretionary investment advice to the Plan Sponsor with respect to the selection of a qualified default investment alternative for participants who are automatically enrolled in the Plan or who have otherwise failed to make investment elections. The Client retains the sole responsibility to provide all notices to the Plan participants required under ERISA Section 404(c) (5).

2. Non-fiduciary Services are:

- Assist in the education of Plan participants about general investment information and the investment alternatives available to them under the Plan. Client understands the WSA's assistance in education of the Plan participants shall be consistent with and within the scope of the Department of Labor's definition of investment education (Department of Labor Interpretive Bulletin 96-1). As such, the WSA is not providing fiduciary advice as defined by ERISA to the Plan participants. WSA will not provide investment advice concerning the prudence of any investment option or combination of investment options for a particular participant or beneficiary under the Plan.
- Assist in the group enrollment meetings designed to increase retirement plan participation among the employees and investment and financial understanding by the employees.

WSA may provide these services or, alternatively, may arrange for the Plan's other providers to offer these services, as agreed upon between WSA and Client.

3. WSA has no responsibility to provide services related to the following types of assets ("Excluded Assets"):

- Employer securities;
- Real estate (except for real estate funds or publicly traded REITs);
- Stock brokerage accounts or mutual fund windows;
- Participant loans;
- Non-publicly traded partnership interests;
- Other non-publicly traded securities or property (other than collective trusts and similar vehicles); or
- Other hard-to-value or illiquid securities or property.

Excluded Assets will **not** be included in calculation of Fees paid to the Adviser on the ERISA Agreement. Specific services will be outlined in detail to each plan in the 408(b)2 disclosure.

FINANCIAL PLANNING AND CONSULTING

Financial planning clients receive a one-time review of those topics agreed upon between the parties. Additional reviews may be requested.

WSA also provides advice in the form of financial planning advice. These services are typically offered prior to an engagement for investment management services. Financial planning services may address any of all of the following areas of concern:

- **PERSONAL:** Family records, budgeting, personal liability, estate information and financial goals.
- **TAX & CASH FLOW:** Income tax and spending analysis and planning for past, current and future years.
- **DEATH & DISABILITY:** Cash needs at death, income needs of surviving dependents, estate planning and disability income analysis.

- RETIREMENT:** Analysis of current strategies and investment plans to help the client achieve his or her retirement goals.
- INVESTMENTS:** Analysis of investment alternatives and their effect on a client's portfolio.

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### **Client Tailored Services and Client Imposed Restrictions**

The goals and objectives for each client are documented in our client files. Investment strategies are created that reflect the stated goals and objectives. Clients may impose restrictions on investing in certain securities or types of securities.

Agreements may not be assigned without written client consent.

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### **Wrap Fee Programs**

WSA does not participate in wrap fee programs.

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### **Client Assets under Management**

WSA has the following assets under management:

Discretionary Amounts:	Non-discretionary Amounts:	Date Calculated:
\$0	\$130,000,000	December 31, 2023

## **Item 5: Fees and Compensation**

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### **Method of Compensation and Fee Schedule**

#### ASSET MANAGEMENT

WSA offers direct asset management services to advisory Clients. WSA charges an annual investment advisory fee based on the total assets under management as follows:

Assets Under Management	Annual Fee
Up to \$499,999	1.5%
\$500,000 - \$999,999	1.0%
\$1,000,000 - \$1,999,999	.90%
\$2,000,000 - \$2,999,999	.80%
\$3,000,000 - \$3,999,999	.70%
\$4,000,000 - \$4,999,999	.60%
\$5,000,000 or more	.50%

This is a flat fee/breakpoint fee schedule, the entire portfolio is charged the same asset management fee. For example, a Client with \$750,000 under management would pay \$7,500 on an annual basis.  $\$750,000 \times 1.00\% = \$7,500$ .

The annual fee is negotiable based upon certain criteria (e.g., historical relationship, type of assets, anticipated future earning capacity, anticipated future additional assets, dollar amounts of assets to be managed, related accounts, account composition, negotiations with Clients, etc.). Fees are billed quarterly in advance based on the amount of assets managed as of the close of business on the last business day of the previous quarter.

Lower fees for comparable services may be available from other sources. Clients may terminate their account within five (5) business days of signing the Investment Advisory Agreement with no obligation and without penalty. After the initial five (5) business days, the agreement may be terminated by WSA with thirty (30) days written notice to Client and by the Client at any time with written notice to WSA. For accounts opened or closed mid-billing period, fees will be prorated based on the days services are provided during the given period. All unpaid earned fees will be due to WSA. Additionally, all unearned fees will be refunded to the Client. Client shall be given thirty (30) days prior written notice of any increase in fees. Any increase in fees will be acknowledged in writing by both parties before any increase in said fees occurs.

#### ERISA PLAN SERVICES

The annual fee for plan services will be charged as a percentage of the included assets within the plan and will not exceed 1%. Typically, the annual fee will be 75% of the above quoted fees for asset management services, but generally not higher than 1% for accounts set up through the RPSP's.

The annual fee is negotiable and may be charged as a percentage of the Included Assets. Fees may be charged quarterly in advance based on the assets as calculated by the custodian or record keeper of the Included Assets (without adjustments for anticipated withdrawals by Plan participants or other anticipated or scheduled transfers or distribution of assets). If the services to be provided start any time other than the first day of a quarter or month, the fee will be prorated based on the number of days remaining in the quarter or month. If this Agreement is terminated prior to the end of the billing cycle, WSA shall be entitled to a prorated fee based on the number of days during the fee period services were provided or Client will be due a prorated refund of fees for days services were not provided in the billing cycle.

The fee schedule, which includes compensation of WSA for the services is described in detail in Schedule A of the ERISA Plan Agreement. The Plan is obligated to pay the fees, however the Plan Sponsor may elect to pay the fees. Client may elect to be billed directly or have fees deducted from Plan Assets. WSA does not reasonably expect to receive any additional compensation, directly or indirectly, for its services under this Agreement. If additional compensation is received, WSA will disclose this compensation, the services rendered, and the payer of compensation. WSA will offset the compensation against the fees agreed upon under the Agreement.

#### FINANCIAL PLANNING and CONSULTING

Financial planning fees will be charged as a fixed fee, typically ranging from \$1,500 to \$15,000, depending on the nature and complexity of each client's circumstances. Clients with assets managed by WSA receive investment planning, which may encompass a number of the financial planning topics described above. Such clients may engage WSA for additional planning services beyond the scope of the Investment Advisory Agreement, which would require an hourly rate of \$150 per hour. Hourly fees are due and billable as earned. As described in Item 10 of this brochure, individuals associated with WSA are insurance agents. Although clients are not required to engage these individuals for the

implementation of financial planning recommendations, these individuals may receive commissions if a client does utilize these separate services. WSA may offset any commissions received for the sale of products through these individuals against financial planning fees owed by a client, at WSA's discretion.

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### **Client Payment of Fees**

Investment management and qualified plan fees are billed quarterly, in advance, meaning that we invoice you before the three-month billing period has started. Payment in full is expected upon invoice presentation. Fees are usually deducted from a designated client account to facilitate billing. The client must consent in advance to direct debiting of their investment account.

Fees for financial plans are due when services are earned.

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### **Additional Client Fees Charged**

Custodians may charge transaction fees on purchases or sales of certain mutual funds and exchange-traded funds. These transaction charges are usually small and incidental to the purchase or sale of a security. The selection of the security is more important than the nominal fee that the custodian charges to buy or sell the security.

WSA, in its sole discretion, may waive its minimum fee and/or charge a lesser investment advisory fee based upon certain criteria (e.g., historical relationship, type of assets, anticipated future earning capacity, anticipated future additional assets, dollar amounts of assets to be managed, related accounts, account composition, negotiations with clients, etc.).

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### **Prepayment of Client Fees**

Investment management and qualified plan fees are billed quarterly, in advance, meaning that we invoice you before the three-month billing period has started. Payment in full is expected upon invoice presentation. Fees are usually deducted from a designated client account to facilitate billing. The client must consent in advance to direct debiting of their investment account.

If the Client cancels after five (5) business days, any unearned fees will be refunded to the Client, or any unpaid earned fees will be due to WSA.

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### **External Compensation for the Sale of Securities to Clients**

WSA does not receive any external compensation for the sale of securities to clients, nor do any of the investment advisor representatives of WSA.

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## **Item 6: Performance-Based Fees**

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### **Sharing of Capital Gains**

Fees are not based on a share of the capital gains or capital appreciation of managed securities.

WSA does not use a performance-based fee structure because of the potential conflict of interest. Performance-based compensation may create an incentive for the adviser to recommend an investment that may carry a higher degree of risk to the client.

## **Item 7: Types of Clients**

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### **Description**

WSA generally provides investment advice to individuals, pension and profit sharing plans and corporations.

Client relationships vary in scope and length of service.

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### **Account Minimums**

WSA requires a minimum of \$100,000 of assets under management for investment management services. Complete fixed income portfolios generally require a minimum investment of \$200,000 although individual bonds may be purchased.

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## **Item 8: Methods of Analysis, Investment Strategies and Risk of Loss**

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### **Methods of Analysis**

WSA's investment beliefs are based on the fundamental premise that no one can accurately predict the economy. Therefore, no one can accurately predict interest rates, inflation rates, GDP (Gross Domestic Product), Stock Market Prices or the future price of any particular security. Another basic premise is that the best estimate for the correct price of a security is the current market price. WSA does NOT use "True Value" or "Intrinsic Value" calculations in an attempt to find mispriced securities. WSA uses Modern Portfolio Theory Based on the Efficient Market Hypothesis using passively managed funds and index funds. Investing in securities involves risk of loss that clients should be prepared to bear. Past performance is not a guarantee of future returns. WSA also uses the Three Factor Model as developed by Fama and French which explains the returns of the overall market factor, the size factor (large/small) and the Price Factor (growth/value).

The main sources of information include academic research such as Fama and French, S&P Research such as SPIVA (S&P Index vs. Active) reports, Vanguard Research, Prudent Investor Act research, and research materials prepared by others such as DFA. WSA receives investment recommendations including model portfolios, from WM that it may use to provide individualized advice to clients.

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### **Investment Strategy and Method of Analysis of Material Risks**

WSA's investment advice is based on long-term investment strategies incorporating the principles of Modern Portfolio Theory. WSA's investment approach is firmly rooted in the belief that markets are efficient, and that investor's returns are determined principally by asset allocation decisions, not by market timing or stock picking. WSA focuses on developing diversified portfolios, principally through the use of passively managed asset

class mutual funds that are available only to institutional investors and clients of a network of selected investment advisors.

Other strategies may include short-term purchases.

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### **Security Specific Material Risks**

All investment programs have certain risks that are borne by the investor. Our investment approach constantly keeps the risk of loss in mind. Investors face the following investment risks and should discuss these risks with WSA:

- *Interest-rate Risk:* Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- *Market Risk:* The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.
- *Inflation Risk:* When any type of inflation is present, a dollar today will buy more than a dollar next year, because purchasing power is eroding at the rate of inflation.
- *Currency Risk:* Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- *Reinvestment Risk:* This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- *Business Risk:* These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
- *Liquidity Risk:* Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- *Financial Risk:* Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

## Item 9: Disciplinary Information

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### **Criminal or Civil Actions**

The firm and its management have not been involved in any criminal or civil action.

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### **Administrative Enforcement Proceedings**

The firm and its management have not been involved in administrative enforcement proceedings.

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### **Self-Regulatory Organization Enforcement Proceedings**

The firm and its management have not been involved in legal or disciplinary events related to past or present investment clients.

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## Item 10: Other Financial Industry Activities and Affiliations

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### **Broker-Dealer or Representative Registration**

WSA is not registered as a broker-dealer and there are no employees of WSA that are registered representatives of a broker-dealer.

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### **Futures or Commodity Registration**

Neither WSA nor its employees are registered or has an application pending to register as a futures commission merchant, commodity pool operator, or a commodity trading advisor.

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### **Material Relationships Maintained by this Advisory Business and Conflicts of Interest**

Richard Coakley and Joe Young, Jr. are also the Co-Presidents of Strategic Decisions, Inc., which provides educational material and seminars for employees of corporations, life insurance agents, CPA's, and attorneys. Mr. Coakley spends approximately 10% of his time on these activities.

Ben Coakley is a 50% owner of Southern Heritage Investment, LLC (SHI). Matt Coakley is 50% owner of SHI. SHI is a business entity that owns and invests in real estate. This business does not refer business to WSA nor does WSA refer clients to SHI.

Joe Young is the President and David Plaisance is the Vice President of Business-Estate Underwriters. Business-Estate Underwriters provides marketing services and support for life insurance agents.

Richard Coakley and Matthew Coakley are members/insurance agents of Rx Insurance Group, LLC. From time to time they will offer products and services through this activity. Approximately 15% of Matthew Coakley's time and less than 5% of Richard Coakley's time is spent in this practice.

Individuals associated with WSA are also insurance agents and therefore able to purchase investment products (insurance) for WSA clients. WSA may recommend insurance



products to advisory clients as part of its advisory services. These practices represent potential conflicts of interest because it gives an incentive to recommend products based on the commission amount received. This conflict is mitigated by disclosures, procedures, and the firm's Fiduciary obligation to place the best interest of the client first and the clients are not required to purchase any products. Clients have the option to purchase these products through another insurance agent of their choosing.

WSA has a referral arrangement with a business broker to receive compensation for referrals of business entities to the business broker for business transactions that are structured as asset deals. WSA does not charge clients any fees to the business broker. Fees for such referrals are paid by the business broker to WSA. This arrangement is separate and distinct from WSA's advisory services and the referral is for separate compensation. Clients are not under any obligation to engage this business broker when considering implementation of such asset based transactions for their business.

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**Recommendations or Selections of Other Investment Advisors and Conflicts of Interest**

WSA does not select or recommend other investment advisors.

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**Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading**

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**Code of Ethics Description**

The employees of WSA have committed to a Code of Ethics ("Code"). The purpose of our Code is to set forth standards of conduct expected of WSA employees and addresses conflicts that may arise. The Code defines acceptable behavior for employees of WSA. The Code reflects WSA and its supervised persons' responsibility to act in the best interest of their client.

One area which the Code addresses is when employees buy or sell securities for their personal accounts and how to mitigate any conflict of interest with our clients. We do not allow any employees to use non-public material information for their personal profit or to use internal research for their personal benefit in conflict with the benefit to our clients.

WSA's policy prohibits any person from acting upon or otherwise misusing non-public or inside information. No advisory representative or other employee, officer or director of WSA may recommend any transaction in a security or its derivative to advisory clients or engage in personal securities transactions for a security or its derivatives if the advisory representative possesses material, non-public information regarding the security.

WSA's Code is based on the guiding principle that the interests of the client are our top priority. WSA's officers, directors, advisors, and other employees have a fiduciary duty to our clients and must diligently perform that duty to maintain the complete trust and confidence of our clients. When a conflict arises, it is our obligation to put the client's interests over the interests of either employees or the company.

The Code applies to “access” persons. “Access” persons are employees who have access to non-public information regarding any clients' purchase or sale of securities, or non-public information regarding the portfolio holdings of any reportable fund, who are involved in making securities recommendations to clients, or who have access to such recommendations that are non-public.

The firm will provide a copy of the Code of Ethics to any client or prospective client upon request.

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**Investment Recommendations Involving a Material Financial Interest and Conflict of Interest**

WSG and its employees do not recommend to clients securities in which we have a material financial interest.

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**Advisory Firm Purchase of Same Securities Recommended to Clients and Conflicts of Interest**

Individuals associated with WSA may buy or sell securities for their personal accounts identical or different than those recommended to clients. It is the expressed policy of WSA that no person employed by the firm shall prefer his or her own interest to that of an advisory client or make personal investment decisions based on investment decision of advisory clients. In order to mitigate conflicts of interest such as heading away of client trades, employees are required to disclose all reportable securities transactions as well as provide ARC with copies of their brokerage statements.

The Chief Compliance Officer of WSA is Matt Coakley. He reviews all employee trades each quarter. The personal trading reviews ensure that the personal trading of employees does not affect the markets and that clients of the firm receive preferential treatment. Since most employee trades are in products such as mutual funds, government securities, bonds or are small in size, they do not impact the securities markets.

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**Client Securities Recommendations or Trades and Concurrent Advisory Firm Securities Transactions and Conflicts of Interest**

WSG does not maintain a firm proprietary trading account and does not have a material financial interest in any securities being recommended and therefore no conflicts of interest exist. However, employees may buy or sell securities at the same time they buy or sell securities for clients. In order to mitigate conflicts of interest such as front running, employees are required to disclose all reportable securities transactions as well as provide WSA with copies of their brokerage statements.

The Chief Compliance Officer of WSA is Matt Coakley. He reviews all employee trades each quarter. The personal trading reviews ensure that the personal trading of employees does not affect the markets and that clients of the firm receive preferential treatment over employee transactions.

## Item 12: Brokerage Practices

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### **Factors Used to Select Broker-Dealers for Client Transactions**

WSA may recommend the use of a particular broker-dealer or may utilize a broker-dealer of the client's choosing. WSA will select appropriate brokers based on a number of factors including but not limited to their relatively low transaction fees and reporting ability. WSA relies on its broker to provide its execution services at the best prices available. Lower fees for comparable services may be available from other sources. Clients pay for any and all custodial fees in addition to the advisory fee charged by WSA.

- *Directed Brokerage*

In circumstances where a client directs WSA to use a certain broker-dealer, WSA still has a fiduciary duty to its clients. The following may apply with Directed Brokerage: WSA's inability to negotiate commissions, to obtain volume discounts, there may be a disparity in commission charges among clients, and potential conflicts of interests arising from brokerage firm referrals.

- *Best Execution*

Investment advisors who manage or supervise client portfolios on a discretionary basis have a fiduciary obligation of best execution. WSA does not exercise discretion.

- *Soft Dollar Arrangements*

WSA utilizes the services of custodial broker dealers. Economic benefits are received by WSA which would not be received if WSA did not give investment advice to clients. These benefits include: software and other technology that provide access to client account data (such as trade confirmation and account statements), facilitate trade execution, provide research, pricing information, and other market data, facilitate payment of WSA's fees from its client's accounts and assist with back-office functions, recordkeeping, and client reporting. Recommended brokers also make available to WSA other services intended to help WSA manage and further develop its business enterprise. These services may include consulting, publications, and conferences on practice management, information technology, business succession, regulatory compliance and marketing.

A conflict of interest exists when the firm receives soft dollars. This conflict is mitigated by disclosures, procedures, and the firm's Fiduciary obligation to act in the best interest of his clients and the services received are beneficial to all clients.

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### **Aggregating Securities Transactions for Client Accounts**

WSA does not block affiliated trades with any client trades. WSA also does not have any arrangement to compensate any broker dealer for client referrals.

## **Item 13: Review of Accounts**

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### **Schedule for Periodic Review of Client Accounts or Financial Plans and Advisory Persons Involved**

Account assets are supervised continuously and formally reviewed at least quarterly by one of the Members of WSA. The review process contains each of the following elements: assessing client goals and objectives; evaluating the employed strategy(ies); monitoring the portfolio(s); and addressing the need to rebalance. Accounts are reviewed at least once a year for tax loss harvesting opportunities.

For fixed income portfolios, certain account review responsibilities are delegated to a third party investment manager.

Financial Plans are considered complete when recommendations are delivered to the client and a review is done only upon request of client.

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### **Review of Client Accounts on Non-Periodic Basis**

Other conditions that may trigger a review of client's accounts are: a specific client request; a change in client goals and objectives; an imbalance in portfolio asset allocation; and market/economic conditions.

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### **Content of Client Provided Reports and Frequency**

All clients will receive quarterly performance reports, prepared by Black Diamond and reviewed by WSA, that summarize the client's account and asset allocation. Clients will also receive monthly statements from their account custodian, which will outline the client's current positions, cost basis of securities and current market value.

## **Item 14: Client Referrals and Other Compensation**

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### **Economic Benefits Provided to the Advisory Firm from External Sources and Conflicts of Interest**

WSA may, from time to time, receive referral fees from a business broker in connection with referrals of business entities to a business broker for business transactions that are structured as asset deals.

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### **Advisory Firm Payments for Client Referrals**

WSA does not compensate for client referrals.

## **Item 15: Custody**

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### **Account Statements**

All assets are held at qualified custodians which means the custodians provide account statements directly to clients at their address of record at least quarterly. Clients are urged to compare the account statements received directly from their custodians to the performance report statements prepared by WSA.

WSA is deemed to have constructive custody solely because advisory fees are directly deducted from client's accounts by the custodian on behalf of WSA.

## **Item 16: Investment Discretion**

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### **Discretionary Authority for Trading**

If applicable, Client will authorize WSA discretionary authority, via the advisory agreement, to determine, without obtaining specific Client consent, the securities to be bought or sold, and the amount of the securities to be bought or sold. If applicable, Client will authorize WSA discretionary authority to execute selected investment program transactions as stated within the Investment Advisory Agreement. If however, consent for discretion is not given, WSA will obtain prior Client approval before executing each transaction.

The Client approves the custodian to be used and the commission rates paid to the custodian. WSA does not receive any portion of the transaction fees or commissions paid by the Client to the custodian.

## **Item 17: Voting Client Securities**

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### **Proxy Votes**

WSA does not vote proxies on securities. Clients are expected to vote their own proxies. The client will receive their proxies directly from the custodian of their account or from a transfer agent.

When assistance on voting proxies is requested, WSA will provide recommendations to the client. If a conflict of interest exists, it will be disclosed to the client.

## **Item 18: Financial Information**

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### **Balance Sheet**

A balance sheet is not required to be provided because WSA does not serve as a custodian for client funds or securities and WSA does not require prepayment of fees of more than \$1,200 per client and six months or more in advance.

### **Financial Conditions Reasonably Likely to Impair Advisory Firm's Ability to Meet Commitments to Clients**

WSA has no condition that is reasonably likely to impair our ability to meet contractual commitments to our clients.

### **Bankruptcy Petitions during the Past Ten Years**

Neither WSA nor its management has had any bankruptcy petitions in the last ten years.

## Supervised Person Brochure

Part 2B of Form ADV

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**Richard Eugene Coakley, CLU**



**10570 Dorchester Road  
Summerville, SC 29485**

**PHONE: 843-873-4420  
FAX: 843-873-5313**

**EMAIL: [rick@waypointus.com](mailto:rick@waypointus.com)**

This brochure supplement provides information about Richard Coakley that supplements the Waypoint Strategic Advisors, LLC brochure. You should have received a copy of that brochure. Please contact Richard Coakley if you did not receive Waypoint Strategic Advisors, LLC brochure or if you have any questions about the contents of this supplement.

Additional information about Richard Coakley (IARD #1154814) is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

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## Brochure Supplement (Part 2B of Form ADV)

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### Richard Eugene Coakley, CLU

- Year of birth: 1952
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### Item 2 Educational Background and Business Standards

Advisory persons associated with WSA must possess, minimally, the following: a college degree and/or appropriate business experience and all required licenses.

Educational Background:

- American College; CLU; 2003

Business Experience:

- Rx Insurance Group, LLC; Member/Insurance Agent; 04/2021 to Present
  - Waypoint Strategic Advisors LLC; Member/IAR; 12/2009 to Present
  - Strategic Decisions, Inc.; Shareholder; 08/1997 to Present
  - Mass Mutual; Career Insurance Agent; 07/1978 to Present
  - Strategic Financial Decisions, LLC; Member/IAR; 12/2004 to 12/2009
  - Richard Coakley, Sole Proprietor and Registered Investment Advisor; 08/2001 to 01/2005
  - MML Investors Services, Inc.; Registered Representative; 07/1983 to 08/2001
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### Professional Certifications

Employees have earned certifications and credentials that are required to be explained in further detail.

Chartered Life Underwriter (CLU): Chartered Life Underwriters are licensed by the American College to use the CLU mark. CLU certification requirements:

- Complete successfully CLU coursework 5 required and 3 electives
  - Meet the experience requirements: Three years of business experience immediately preceding the date of use of the designation are required. An undergraduate or graduate degree from an accredited educational institution qualifies as one year of business experience.
  - Take the Professional Ethics Pledge.
  - When you achieve your CLU designation, you must earn 30 hours of continuing education credit every two years.
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### Item 3 Disciplinary Information

None to report.

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### Item 4 Other Business Activities

Member Richard Coakley has a financial industry affiliated business as an insurance agent. He is also member/insurance agent with Rx Insurance Group, LLC. From time to

time, he will offer clients advice or products from those activities. He may receive separate yet typical compensation in the form of commissions for the sale of insurance products.

These practices represent conflicts of interest because it gives Mr. Coakley an incentive to recommend products based on the commission amount received. This conflict is mitigated by disclosures, procedures, and the firm's Fiduciary obligation to place the best interest of the client first and the clients are not required to purchase any products. Clients have the option to purchase these products through another insurance agent of their choosing.

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**Item 5 Additional Compensation**

Richard Coakley receives additional compensation in his capacity as an insurance agent; he does not receive any performance-based fees.

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**Item 6 Supervision**

Member Richard Coakley is supervised by Matthew Coakley, Chief Compliance Officer. He reviews Richard's work through frequent office interactions.

Matthew Coakley's contact information:

PHONE: 843-873-4420      EMAIL: [matt@waypointus.com](mailto:matt@waypointus.com)



## Supervised Person Brochure

Part 2B of Form ADV

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**Matthew Scott Coakley CFP®**



**10570 Dorchester Road  
Summerville, SC 29485**

**PHONE: 843-873-4420  
FAX: 843-873-5313**

**EMAIL: [matt@waypointus.com](mailto:matt@waypointus.com)**

This brochure supplement provides information about Matthew Coakley that supplements the Waypoint Strategic Advisors, LLC brochure. You should have received a copy of that brochure. Please contact Matthew Coakley if you did not receive Waypoint Strategic Advisors, LLC brochure or if you have any questions about the contents of this supplement.

Additional information about Matthew Coakley (IARD #5623537) is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

February 29, 2024

## Brochure Supplement (Part 2B of Form ADV)

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### Matthew Scott Coakley CFP®

- Year of birth: 1981
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### Item 2 Educational Background and Business Standards

Advisory persons associated with WSA must possess, minimally, the following: a college degree and/or appropriate business experience and all required licenses.

#### Educational Background:

- Clemson University; BS in Financial Management; 2003

#### Business Experience:

- Rx Insurance Group, LLC; Member/Insurance Agent; 04/2021 to Present
  - Waypoint Strategic Advisors LLC; Chief Compliance Officer/Investment Advisor Representative; 12/2009 to Present
  - Southern Heritage Investments, LLC; Owner; 11/2006 to Present
  - Good Faith Mortgage; Loan Officer; 08/2004 to 12/2013
  - Great Oaks Properties LLC; Managing Member; 02/2012 to 04/2013
  - Alpha Mortgage of South Carolina; Loan Officer; 08/2006 to 01/2010
  - Strategic Financial Decisions, LLC; IAR; 12/2008 to 12/2009
  - Wells Fargo Financial; Loan Officer; 11/2003 to 07/2004
- 

### Professional Certifications

Employees have earned certifications and credentials that are required to be explained in further detail.

Certified Financial Planner (CFP®): Certified Financial Planner is a designation granted by the CFP® Board. CFP® requirements:

- Bachelor's degree from an accredited college or university.
- Completion of the financial planning education requirements set by the CFP Board ([www.cfp.net](http://www.cfp.net)).
- Successful completion of the 10-hour CFP® Certification Exam.
- Three-year qualifying full-time work experience.
- Successfully pass the Candidate Fitness Standards and background check.
- When you achieve your CFP® designation, you must renew your certification every year, pay a certification fee and complete 30 hours of continuing education.

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**Item 3 Disciplinary Information**

None to report.

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**Item 4 Other Business Activities**

Matthew Coakley is part owner of Southern Heritage Investments, LLC (SHI). SHI is a business entity that owns and invests in real estate. This business does not refer business to WSA nor does WSA refer clients to SHI.

Member Richard Coakley has a financial industry affiliated business member/insurance agent of Rx Insurance Group, LLC. From time to time, he will offer clients advice or products from those activities. He may receive separate yet typical compensation in the form of commissions for the sale of insurance products. Approximately 15% of his time is spent in this practice.

These practices represent conflicts of interest because it gives Mr. Coakley an incentive to recommend products based on the commission amount received. This conflict is mitigated by disclosures, procedures, and the firm's Fiduciary obligation to place the best interest of the client first and the clients are not required to purchase any products. Clients have the option to purchase these products through another insurance agent of their choosing.

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**Item 5 Additional Compensation**

Matthew Coakley receives compensation in his capacity as part of owner of SHI and in his capacity as an insurance agent. He does not receive any performance-based fees.

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**Item 6 Supervision**

Matthew Coakley is supervised by Richard Coakley, Member. He reviews Matthews's work through frequent office interactions.

Richard Coakley's contact information:

PHONE: 843-873-4420      EMAIL: [rick@waypointus.com](mailto:rick@waypointus.com)

## Supervised Person Brochure

Part 2B of Form ADV

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**Joe Edgar Young, Jr., ChFC**



**214 Executive Park  
Asheville, NC 28801  
PHONE: 828-254-3244  
FAX: 828-254-8890  
EMAIL: [joe@waypointus.com](mailto:joe@waypointus.com)**

**Main Office  
10570 Dorchester Road  
Summerville, SC 29485  
PHONE: 843-873-4420  
FAX: 843-873-5313**

This brochure supplement provides information about Joe Young, Jr. and supplements the Waypoint Strategic Advisors, LLC brochure. You should have received a copy of that brochure. Please contact Joe Young, Jr. if you did not receive Waypoint Strategic Advisors, LLC brochure or if you have any questions about the contents of this supplement.

Additional information about Joe Young, Jr. (IARD #2769621) is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

February 29, 2024

## Brochure Supplement (Part 2B of Form ADV)

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### Joe Edgar Young, Jr., ChFC

- Year of birth: 1940
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### Item 2 Educational Background and Business Standards

Advisory persons associated with WSA must possess, minimally, the following: a college degree and/or appropriate business experience and all required licenses.

#### Educational Background:

- American College; Masters of Science in Financial Services; 1980
- Also received Chartered Life Underwriter (1974), Chartered Financial Consultant (1984), and Certified Family Business Specialist (1996) designations for American College
- Accredited Estate Planner designation from the National Association of Estate Planners and Councils; 1999

#### Business Experience:

- Waypoint Strategic Advisors LLC; Member/IAR; 12/2009 to Present
  - Strategic Decisions, Inc.; Co-President; 08/1997 to Present
  - Business-Estate Underwriters, Inc.; President; 04/1981 to Present
  - Mass Mutual; Career Insurance Agent; 02/1970 to Present
  - Sole Proprietor; Author/Speaker; 07/1970 to Present
  - Financial Strategic Decisions, Inc.; President/IAR; 12/2001 to 11/2009
  - Sole Proprietor, Joe E. Young; IAR; 04/2001 to 12/2001
  - MML Investor Services, Inc.; Registered Representative; 03/1997 to 04/2001
  - M&J Mobile Home Park; Owner; 05/1987-06/1996
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### Professional Certifications

Employees have earned certifications and credentials that are required to be explained in further detail.

Chartered Financial Consultant (ChFC): Chartered Financial Consultants are licensed by the American College to use the ChFC mark. ChFC certification requirements:

- Complete ChFC coursework within five years from the date of initial enrollment
- Pass the exams for all required elective courses. You must achieve a minimum score of 70% to pass.
- Meet the experience requirements: Three years of business experience immediately preceding the date of use of the designation are required. An undergraduate or graduate degree from an accredited educational institution qualifies as one year of business experience.

- Take the Professional Ethics Pledge.
- When you achieve your ChFC designation, you must earn your recertification every two years.

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**Item 3 Disciplinary Information**

None to report.

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**Item 4 Other Business Activities**

Joe Young Jr. has a financial industry affiliated business as an insurance agent. From time to time, he will offer clients advice or products from those activities. He may receive separate yet typical compensation in the form of commissions for the sale of insurance products. In addition, from time to time Mr. Young authors articles and books that are not investment related, however individuals who may purchase the writings of Mr. Young may also become clients of the firm.

These practices represent conflicts of interest because it gives Mr. Young an incentive to recommend products based on the commission amount received. This conflict is mitigated by disclosures, procedures, and the firm's Fiduciary obligation to place the best interest of the client first and the clients are not required to purchase any products. Clients have the option to purchase these products through another insurance agent or author of their choosing.

Mr. Young is also Co-President of Strategic Decisions, Inc., which provides educational material and seminars for employees of corporations, life insurance agents, CPA's, and attorneys. Mr. Young is also President of Business-Estate Underwriters, providing marketing services and support for life insurance agents.

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**Item 5 Additional Compensation**

Joe Young, Jr. receives compensation in his capacity as an insurance agent and other business affiliations; he does not receive any performance-based fees.

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**Item 6 Supervision**

Joe Young, Jr. is supervised by Matthew Coakley, Chief Compliance Officer. He reviews Joe's work through frequent remote office interactions.

Matthew Coakley's contact information:

PHONE: 843-873-4420    EMAIL: [matt@waypointus.com](mailto:matt@waypointus.com)