

Item 1 Cover Page

**SUPERVISED PERSON BROCHURE**  
FORM ADV PART 2B

Maxwell Hulbert

**LifeGoal Wealth Advisors LLC**

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This brochure supplement provides information about Maxwell Hulbert and supplements the LifeGoal Wealth Advisors LLC brochure. You should have received a copy of that brochure. Please contact Maxwell Hulbert if you did not receive the brochure or if you have any questions about the contents of this supplement.

**ADDITIONAL INFORMATION ABOUT MAXWELL HULBERT (CRD  
#7096096) IS AVAILABLE ON THE SEC'S WEBSITE AT  
[WWW.ADVISERINFO.SEC.GOV](http://WWW.ADVISERINFO.SEC.GOV).**

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

### **Supervised Person Brochure**

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#### **Principal Executive Officer – Maxwell Hulbert**

- Year of birth: 1999
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#### **Item 2 - Educational Background and Business Experience**

##### **Educational Background:**

- Utica College; Bachelor of Science – Business, Finance & Economics; 2021

##### **Business Experience:**

- LifeGoal Lending LLC; Director of Lawyer Relations; 10/2024 - Present
  - LifeGoal Wealth Advisors LLC.; Investment Advisor Representative; 05/2024-Present
  - LifeGoal Wealth Advisors LLC: Analyst; 01/2024-Present
  - Maxwell Hulbert, Sole Proprietor; Insurance Agent; 04/2022 - Present
  - Knight Strategic Wealth; Retirement Planning Specialist; 03/2022-11/2023
  - Unemployed; 12/2021-02/2022
  - SUNY Delhi College Golf Course; Caddie 05/2021-11/2021
  - Northwestern Mutual; Financial Representative; 11/2019-03/2020
  - Full Time Student; Utica, NY; 05/2014-05/2021
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#### **Item 3 - Disciplinary Information**

1. Mr. Hulbert has never been involved in a criminal or civil action in a domestic, foreign, or military court of competent jurisdiction for which he:
  - a. Was convicted of or pled guilty or nolo contendere (“no contest”) to (a) any felony; (b) misdemeanor that involved investments or an investment-related business, fraud, false statement, or omissions, wrongful taking of property, bribery, perjury, counterfeiting, or extortion; or (c) a conspiracy to commit any of these offenses.
  - b. Is the named subject of a pending criminal proceeding that involves an investment-related business, fraud, false statements, or omissions, wrongful taking of property, bribery, perjury, forgery, counterfeiting, extortion, or a conspiracy to commit any of these offenses.
  - c. Was found to have been involved in a violation of an investment-related statute or regulation; or
  - d. Was the subject of any order, judgement or decree permanently or temporarily enjoining, or otherwise limiting, him from engaging in any investment related activity, or from violating any investment-related statute, rule, or order?
2. Mr. Hulbert never had an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign financial regulatory authority in which he:
  - a. Was found to have caused an investment-related business to lose its authorization to do business, or the subject of an order by the agency or authority.

- b. Was found to have been involved in a violation of an investment-related statute or regulation or was the subject of an order by the agency or authority.
    - a. (a) denying, suspending, or revoking the authorization of the supervised person to act in an investment-related business; (b) barring or suspending his association with an investment-related business; (c) otherwise significantly limiting his investment-related activities; or (d) imposing a civil money penalty of more than \$2,500 on him.
  - 3. Mr. Hulbert has never been the subject of a self-regulatory organization (SRO) proceeding in which he:
    - a. Was found to have caused an investment-related business to lose its authorization to do business; or
    - b. Was found to have been involved in a violation of the SRO's rules and was: (a) barred or suspended from membership or from association with other members or was expelled from membership; (b) otherwise significantly limited from investment-related activities; or (c) fined more than \$2,500.
  - 4. Mr. Hulbert has not been involved in any other hearing or formal adjudication in which a professional attainment, designation, or license of the supervised person was revoked or suspended because of a violation of rules relating to professional conduct.
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#### **Item 4 - Other Business Activities**

Maxwell Hulbert has a financial affiliated business as an independent insurance agent. Approximately 0% of his time is spent on this activity. He will offer Clients services from this activity. As an insurance agent, he may receive separate yet typical compensation.

This practice represents a conflict 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. See Item 10 for more details.

In addition, Mr. Hulbert is the director of lawyer relations for LifeGoal Lending LLC. Approximately 5% of his time is spent in this activity. It does not create a conflict of interest because there will be no crossover clients.

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#### **Item 5 - Additional Compensation**

Maxwell Hulbert receives commissions on the insurance he sells. He does not receive any performance-based fees and does not receive any additional compensation for performing advisory services other than what is disclosed in Item 5 of Part 2A.

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#### **Item 6 - Supervision**

Taylor Sohns is the Chief Compliance Officer of LifeGoal Wealth. Taylor Sohns reviews Maxwell Hulbert's work through Client account reviews and quarterly personal transaction reports, as well as face-to-face and phone interactions. Taylor Sohns can be reached at [taylor.sohns@lifegoalinvestments.com](mailto:taylor.sohns@lifegoalinvestments.com) or 607-434-0742.