

# **Thoughtful Money LLC**

## **CRD# 329306**

200 S. Main Street  
Suite 130, #104  
Sebastopol, CA 95472

**Telephone: 408-398-9944**

**Thoughtfulmoney.com**

**October 2, 2024**

### **FORM ADV PART 2A BROCHURE**

This brochure provides information about the qualifications and business practices of Thoughtful Money LLC. If you have any questions about the contents of this brochure, contact us at: (408) 398-9944, or by email at: [support@thoughtfulmoney.com](mailto:support@thoughtfulmoney.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 Thoughtful Money LLC is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

Thoughtful Money LLC is a registered investment adviser. Registration with the United States Securities and Exchange Commission or any state securities authority does not imply a certain level of skill or training.

## **Item 2 Summary of Material Changes**

Thoughtful Money, LLC has the following material changes to report. Material changes relate to Thoughtful Money, LLC's policies, practices or conflicts of interests.

- Thoughtful Money offers a subscription newsletter/periodical. (Items 4 and 5)
- Thoughtful Money offers an online conference. (Items 4 and 5)

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## Item 4 Advisory Business

### Firm Description

Thoughtful Money LLC ("Thoughtful Money" or the "Firm") was founded in 2023. Thoughtful Money is a privately owned limited liability company headquartered in Sebastopol, CA. We are organized as a limited liability company ("LLC") under the laws of the State of California. We began conducting business in 2023 following the approval of our investment advisor registration by the State of California and is currently seeking registration with the Securities and Exchange Commission. The Firm is owned and controlled by Adam Taggart.

### Types of Advisory Services

Websites and other resources refer potential clients to other unaffiliated Registered Investment Advisory ("RIA") firms through our firm. Accordingly, Thoughtful Money is a Solicitor for other unaffiliated RIAs, including New Harbor Financial Group (CRD# 155528) and RIA Advisers (CRD# 150661), both SEC registered advisers, as well as ROCKLINC Investment Partners, a Canadian adviser regulated by the Ontario Securities Commission. We are qualified to be and act as an investment adviser under the laws of the states in which we transact business and are familiar with the rules and the numerous requirements pertaining to the solicitation of prospective investment advisor clients. These unaffiliated RIA firms are responsible for individual client suitability and portfolio management on an initial and ongoing basis. We will not provide any advisory services to the client. In no event shall Thoughtful Money participate in the management of client accounts or render investment advice to clients on behalf of the third-party investment adviser.

When soliciting clients for unaffiliated RIA's each client shall be provided with the most recent relevant brochures or equivalent disclosure documents of the unaffiliated RIA's that details their applicable programs and the compensation to be paid by you and what portion of the same is received by us for our solicitation services and the association between our Firm and the unaffiliated RIA's. Clients who engage the unaffiliated RIA will sign an investment advisory agreement with the unaffiliated RIA.

### Subscription Services

Thoughtful Money provides subscription services for a fee. These services include a newsletter/periodical that will offer recaps of its interviews, 3rd party analysis, plus discussion of macroeconomic trends, the financial markets and securities.

### Online Conferences

Thoughtful Money provides online conferences twice-yearly for clients and prospective clients.

### Types of Agreements

Thoughtful Money investment advice is limited to recommending other investment advisers. Investment advisory services are provided by the unaffiliated RIA. Accordingly, Thoughtful Money does not have an agreement directly with the client.

Thoughtful Money will, however, provide a copy of its Solicitor Disclosure Statement to the client. The Solicitor Disclosure Statement sets forth, among other things, the amount of compensation to be received by Thoughtful Money for referring the client to the unaffiliated RIA.

### Wrap Fee Programs

We do not participate in any wrap fee program.

### **Assets Under Management**

Thoughtful Money operates as a Solicitor and does not have investment advisory clients; therefore, there are no assets under management at our Firm.

## **Item 5 Fees and Compensation**

### **Solicitor Fee**

The fees payable to us for these referral services depend upon the fee arrangement between our Firm and the unaffiliated RIA to whom you are referred. We will receive a portion of the unaffiliated RIA's ongoing account management fees as compensation for our solicitation or consulting. Our fee can be up to 35% of the fees charged to the referred client by the unaffiliated RIA. The fee shall be paid solely from the unaffiliated RIA and will be paid to us within 30 days of the unaffiliated RIA's receipt of the advisory fee from the client. The fee paid to us will not result in any additional charge to the client of the unaffiliated RIA.

Referred clients have no obligation to pay any compensation directly to Thoughtful Money. Thoughtful Money seeks payment of its compensation solely from the unaffiliated RIA to whom it recommends clients. Fees are only payable to Thoughtful Money upon receipt of funds by the RIA from the prospective client(s).

The duration of payments from the RIA to Thoughtful Money shall continue for as long as a given client remains a paying investment management client of the RIA.

### **Subscription Service Fees**

Thoughtful Money offers a subscription service, that costs \$15 for a monthly newsletter/periodicals. Newsletters/periodicals will be provided via electronic mail and may be cancelled by giving 30 days written notice. Subscription fees are paid via credit card. Fees are paid monthly in advance. These fees are subject to change, with public notice given in advance.

### **Online Conference Fees**

Thoughtful Money offers twice-yearly online conferences that costs between \$250 and \$400 per ticket. Conference fees are paid via credit card in advance. These fees are subject to change, with public notice given in advance.

### **State of California Required Disclosures**

While our firm endeavors at all times to offer clients specialized services at reasonable costs, the fees charged by other investments advisers for comparable services may be lower than the fees charged by our firm.

## **Item 6 Performance-Based Fees and Side-By-Side Management**

We act solely as a solicitor for unaffiliated RIAs. We do not accept performance-based fees or participate in side-by-side management.

## **Item 7 Types of Clients**

Our customer base for referrals to other unaffiliated RIAs consists of individuals including high net worth individuals, pension and profit-sharing plans, trusts, estates, charitable organizations, corporations and other business entities.

The third party money managers to whom you are referred may impose minimum account sizes for participation in their advisory services. Please refer to the third party money manager's Form ADV Part 2A for information on applicable minimum account sizes, if any.

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

### **Methods of Analysis and Investment Strategies**

We refer clients to unaffiliated RIA's who offer a selection of different investment approaches. This includes trend following, countertrend, technical signal based, fundamental and tactical asset allocation strategies. Information of each unaffiliated RIA's method of analysis and investment strategies are described in each of their ADV Part 2A brochures or other disclosure documents that will be provided upon the referral.

### **Risk of Loss**

All investment programs have certain risks that are borne by the investor. The advice offered to you is determined by the areas of expertise of the unaffiliated RIA agent providing the service and your stated objective. We advise you to notify your investment manager promptly if there are ever any changes in your financial situation or investment objective or if you wish to impose any reasonable restrictions upon their management services.

We do not represent, warrant, or imply that the services or methods of analysis employed by our unaffiliated RIA's can or will predict future results, successfully identify market tops or bottoms, or insulate you from losses due to market corrections or declines. All securities trading, whether in stocks, options, or other investment vehicles, is speculative in nature and involves substantial risk of loss that clients should be prepared to bear. Past performance is not necessarily indicative of future results. You should make every effort to understand the risks involved.

## **Item 9 Disciplinary Information**

Thoughtful Money is required to disclose whether there are any legal events, criminal or civil action, an administrative proceeding before the SEC or any other regulatory agency, or a self-regulatory organization proceeding or disciplinary events that are material to referrals or a prospective referral evaluation of our advisory business or the integrity of our management. The Firm and its employees have no issues to disclose.

## **Item 10 Other Financial Industry Activities and Affiliations**

### **Financial Industry Activities**

Thoughtful Money does not engage in any additional financial industry activities beyond those already stated in this ADV. We have not provided information on other financial industry activities and affiliations because we do not have any relationship or arrangement that is material to our advisory business or to our clients with any of the types of entities listed below.

1. broker-dealer, municipal securities dealer, or government securities dealer or broker;
2. investment company or other pooled investment vehicle (including a mutual fund, closed-end investment company, unit investment trust, private investment company or "hedge fund," and offshore fund);
3. other investment adviser or financial planner;

4. futures commission merchant, commodity pool operator, or commodity trading adviser;
5. banking or thrift institution;
6. accountant or accounting firm;
7. lawyer or law firm;
8. insurance company or agency;
9. pension consultant;
10. real estate broker or dealer; and/or
11. sponsor or syndicator of limited partnerships.

Adam Taggart is the founder of another company, Electrum LLC. His duties for that company require less than 10 hours per month and do not impact his capacity as CEO & Chief Compliance Officer of Thoughtful Money LLC.

### **Third Party Relationships**

We currently have a third party advisory relationship with New Harbor Financial Group, LLC in Worcester, MA, RIA Advisors in Houston, TX, and ROCKLINC Investment Partners in Burlington, Ontario Canada. We may develop other solicitor arrangements with other unaffiliated RIAs at our discretion. Prior to entering into an agreement with, or introducing you to unaffiliated RIAs, we conduct an assessment review to ensure they are properly registered/licensed and in good standing with the applicable regulatory authority. Thoughtful Money does not charge clients any fees for this service.

Upon being referred to a third-party adviser, you will receive a Solicitor's Disclosure Statement. The Solicitor's Disclosure Statement provides, among other things, disclosure regarding the affiliation, if any, between our Firm and the third-party adviser: the terms of the solicitation agreement between our Firm and the third-party adviser, including the amount of compensation to be paid to our Firm for the solicitation; and the additional cost to you if any, as a result of the solicitation agreement.

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

### **Code of Ethics**

We strive to comply with applicable laws and regulations governing our practices. Therefore, our Code of Ethics includes guidelines for professional standards of conduct for persons associated with our firm. Our goal is to protect your interests at all times and to demonstrate our commitment to our fiduciary duties of honesty, good faith, and fair dealing with you. All persons associated with our firm are expected to adhere strictly to these guidelines. Persons associated with our firm are also required to report any violations of our Code of Ethics. Additionally, we maintain and enforce written policies reasonably designed to prevent the misuse or dissemination of material, nonpublic information about you or your account holdings by persons associated with our firm.

Clients or prospective clients may obtain a copy of our Code of Ethics by contacting us at the telephone number on the cover page of this brochure.

### **Participation or Interest in Client Transactions**

Thoughtful Money and its employees do not and will not buy or sell securities held by clients.

## **Item 12 Brokerage Practices**

Thoughtful Money does not recommend a particular broker-dealer to any client or prospect. Therefore,

we do not have any soft dollar arrangements or receive client referrals from broker-dealers in exchange for cash or other compensation, such as brokerage services or research.

## **Item 13 Review of Accounts**

We do not review client accounts, nor do we provide reports directly to clients. Clients receive performance reports from the third-party adviser and typical statements on their accounts from the unaffiliated RIA.

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

### **Client Referrals**

Thoughtful Money does not pay third parties for client referrals.

### **Other Compensation**

Thoughtful Money receives no compensation other than what is already disclosed in this Brochure.

## **Item 15 Custody**

Thoughtful Money does not maintain custody of any funds or securities for any clients we refer to other unaffiliated RIA's. All assets are held at the designated qualified custodians with each unaffiliated RIA, which means the custodians provide account statements directly to clients at their address of record at least quarterly.

## **Item 16 Investment Discretion**

We do not manage client accounts, nor do we provide discretionary management services. We will refer you to an unaffiliated RIA whose investment style is believed to be consistent with your financial needs, investment goals, tolerance for risk and stated investment objectives to manage your portfolio. The unaffiliated RIA is granted authority by you to manage and invest your assets.

## **Item 17 Voting Client Securities**

Without exception, we will not vote proxies on behalf of your advisory accounts. Please reference the Part 2A Disclosure Brochure, Item 17 "Voting Client Securities" of the referred unaffiliated RIA for details on whether they vote proxies on your behalf along with their proxy voting policies and procedures or if you will receive proxies directly from your advisory firm, the custodian, or the transfer agent and whether you can contact your adviser about a particular solicitation.

## **Item 18 Financial Information**

Thoughtful Money does not have any financial impairment that will preclude the firm from meeting contractual commitments.

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



We have not filed a bankruptcy petition at any time in the past ten years.

## **Item 19 Additional Information**

### **Privacy Notice**

We view protecting your private information as a top priority. Pursuant to applicable privacy requirements, we have instituted policies and procedures to ensure that we keep your personal information private and secure.

We do not disclose any nonpublic personal information about you to any nonaffiliated third parties, except as permitted by law. In the course of servicing your account, if you choose to discuss the services available through our unaffiliated investment adviser(s), we will share some information with the unaffiliated investment adviser(s), and our other service providers, such as accountants, consultants, and/or attorneys.

We restrict internal access to nonpublic personal information about you to employees who need that information in order to provide products or services to you. We maintain physical and procedural safeguards that comply with regulatory standards to guard your nonpublic personal information and to ensure our integrity and confidentiality. We will not sell information about you or your accounts to anyone. We do not share your information unless it is required to further a relationship with the unaffiliated investment adviser at your request or required by law.

**Adam Taggart**  
**Thoughtful Money LLC**

**200 S. Main Street  
Suite 130, #104  
Sebastopol, CA 95472**

**Telephone: 408-398-9944**

**September 18, 2024**

**FORM ADV PART 2B  
BROCHURE SUPPLEMENT**

This brochure supplement provides information about Adam Taggart that supplements the Thoughtful Money LLC brochure. You should have received a copy of that brochure. Contact us at 408-398-9944 if you did not receive Thoughtful Money LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Adam Taggart (CRD # 2522524) is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2 Educational Background and Business Experience

### Adam Taggart

*Year of Birth:* 1971

#### *Formal Education:*

- Stanford University Graduate School of Business, MBA, Business, 5/1999
- Brown University, BA, Archaeology, 12/1993

#### *Business Background:*

- Thoughtful Money LLC, Founder and Chief Compliance Officer, 10/2023 – Present
- Electrum LLC, 12/2012 – Present
- Wealthion, Founder, 4/2021 - 10/2023
- Greylock Peak Investments, LLC, Executive Officer, 9/2011 - 10/2023
- Peak Prosperity, Co-Founder, 5/2012 - 3/2021
- Chrismartenson.com, General Manager, 7/2010 - 5/2012

## Item 3 Disciplinary Information

Form ADV Part 2B requires disclosure of certain criminal or civil actions, administrative proceedings, and self-regulatory organization proceedings, as well as certain other proceedings related to suspension or revocation of a professional attainment, designation, or license. Mr. Adam Taggart has no required disclosures under this item.

## Item 4 Other Business Activities

Adam Taggart is the founder of another company, Electrum LLC. His duties for that company require less than 10 hours per month and do not impact his capacity as CEO & Chief Compliance Officer of Thoughtful Money LLC.

## Item 5 Additional Compensation

Beyond his compensation received as CEO & Chief Compliance Officer of Thoughtful Money LLC, Adam Taggart also receives compensation from Electrum LLC.

## Item 6 Supervision

As the Chief Compliance Officer of Thoughtful Money LLC, Adam Taggart supervises the advisory activities of our firm and can be reached at 408-398-9944.