

Item 1: Cover Page

Part 2A of Form ADV Firm Brochure

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Sound Advice Financial Inc.

SEC File No. 801-128224

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This brochure provides information about the qualifications and business practices of Sound Advice Financial Inc. If you have any questions about the contents of this brochure, please contact us at 312-690-4163 or email info@soundadvice.ai. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority. Registration with the SEC or state regulatory authority does not imply a certain level of skill or expertise.

Additional information about Sound Advice Financial Inc. is also available on the SEC's website at www.adviserinfo.sec.gov.

Item 2: Material Changes

This Firm Brochure is our disclosure document prepared according to regulatory requirements and rules. Consistent with the rules, we will ensure that you receive a summary of any material changes to this and subsequent Brochures within 120 days of the close of our business fiscal year. Furthermore, we will provide you with other interim disclosures about material changes as necessary. There are no material changes to report at this time.

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Item 4: Advisory Business

A. Ownership/Advisory History

Sound Advice Financial Inc. ("Sound Advice" or the "firm") is a Delaware corporation. The firm was formed in December 2021, and the principal owner is David Lyon.

B. Services Offered

Sound Advice is a subscription-based mobile app designed to make building wealth accessible for today's generation. Sound Advice will provide advice and education information on Debt Management, Planning (as defined below), Investing, Banking, Taxes, Employee Benefits, and Risk Management/Insurance. If a user wants investment recommendations on asset allocation or individual securities recommendations to fulfill an asset allocation the user must execute a separate agreement available online. As a condition of receiving any financial advice – non-securities or securities related – such advice can only be offered to existing app subscribers.

Financial Advice (Non-securities related)

Sound Advice will provide personalized advice on the following topics. Such recommendations are predicated on the information provided by the client.

- Debt/Loans
 - Help users manage debt and advise on whether they should consider debt consolidation.
 - Prioritize which debts to pay off first.
 - Balance paying off debt with saving for goals.
 - Identify loans to refinance and help users identify if they are in a good position to refinance.
 - Help users understand what type of mortgage they should utilize, what rate they can expect to get approved.
- Credit
 - Review credit score and identify areas for users to improve their credit score and build credit.
 - Help determine what is the best credit card for their personal needs.
- Banking
 - Help users identify what type of accounts to open and provide them with top options that are best for their specific needs and situation.
 - Advise on how to protect from fraud and identity theft.
- Planning
 - Provide renting vs. buying a home analysis and recommendation.
 - Provide users with a view on how they are tracking to their retirement goal and identify areas of opportunity.

- Goal setting/planning.
- How to plan for major life events like buying a home, having a child, etc.
- How to balance paying down their student loans and save for retirement.
- Help users create a budget given their specific financial situation.
- How to plan for unexpected expenses or emergencies.
- Employee benefits
 - Help users select and make sense of their employee benefits that includes health insurance,
- Investing
 - Investment concepts
 - Investment education
 - Provide advice to users on how much they should own, educate on the risks associated with owning crypto, what crypto coins are the best to purchase.
- Taxes
 - Help provide users with direction on what to do with their taxes, such as where to get their taxes done, common areas that they can save money on taxes through deductions.
- Insurance
 - How much and what type of life insurance, auto insurance, homeowners/renters insurance.

Investment Recommendations (Securities related)

Sound Advice provides personalized investment advice under a separate engagement delivered exclusively through the internet.

Clients are given access through a computer app to a risk questionnaire to complete. Based upon information input by the client, Sound Advice, through the platform, generates a risk-based asset-recommended portfolio. Risk-based refers to an asset allocation based on the client's risk profile as communicated by the client via the risk tolerance questionnaire. If clients want to implement the recommended portfolio, they must do so directly with their custodian. Presently, Sound Advice does not implement any recommendations accepted by clients. Clients retain the ability to make adjustments to their profile. Such adjustments do not result in a new recommendation unless the client specifically requests a recommendation.

Sound Advice generally limits its recommended securities to publicly traded securities. Generally, with respect to its allocation recommendations, Sound Advice utilizes a limited number of ETFs in its allocation structures depending on the level of risk tolerance a client is willing to assume. Sound Advice utilizes modern portfolio theory and efficient frontier to construct its portfolio recommendations as further described in Item 8 of this brochure.

The client will determine how much of the assets are allocated to a recommended portfolio allocation. Clients should understand that changes they make to their profile do not cause the

system to automatically change their recommended allocation or investments. Clients must proactively change their allocation through the app's functionality and specifically request an updated recommendation. Sound Advice does not have any authority respecting any client assets, the implementation of a recommendation, and Sound Advice will not have any authority to access any of the client's assets.

Clients have the right to provide the firm with any reasonable investment restrictions that should be imposed on the management of their portfolio (must be in writing and sent to the firm), and should promptly notify the firm in writing of any changes in such restrictions or in the client's personal financial circumstances, investment objectives, tolerance for risk. Sound Advice will remind clients of their obligation to inform the firm of any such changes or any restrictions that should be imposed on the management of the client's account. Sound Advice will also contact clients through the app at least annually, if they had an investment advice request within the past year, to determine whether there have been any changes in a client's personal financial circumstances, investment objectives and tolerance for risk. Clients will receive text messages, and in-app notifications based on their preferences...

C. Client-Tailored Services and Client-Imposed Restrictions

Clients may change their profile inputs, which may require the client to adjust their portfolio allocation as well as other personalized financial advice previously provided. The system will not automatically rebalance the portfolio allocation pursuant to any profile changes made by the client.

Clients who seek an updated recommendation should promptly update their profile information through the mobile app and request an updated recommendation.

Sound Advice will remind clients via notifications within the mobile app of their obligation to inform us of any changes to their profile information and whether there have been any changes in personal financial circumstances, investment objectives, and tolerance for risk. If the client makes changes to their profile and wants a new recommendation, they must specifically request to receive an updated recommendation within the app.

D. Wrap Fee Programs

Sound Advice does not participate in wrap fee programs, where brokerage commissions and transaction costs are included in the asset-based fee charged to the client.

E. Client Assets Under Management

As of December 31, 2023, Sound Advice managed \$0 of discretionary assets and \$0 of non-discretionary assets.

Item 5: Fees and Compensation

A. Methods of Compensation and Fee Schedule

The annual fee for the financial advice (non-securities related) subscription service is \$195 per year (\$16.25/mo. We offer clients the ability to pay annually or monthly. If subscribers pay for a one-year subscription in advance, Sound Advice will provide subscribers with a 10% discount (\$175.50) Sound Advice also offers single-financial advice (non-securities related) requests for a one-time fee of \$105, which does not require an annual subscription.

For investment recommendation services the firm will under a separate agreement charge a one-time fee of \$1 and send to the charity of the client's choice.

B. Client Payment of Fees

Fees will be paid on the mobile app with the subscriber's credit card.

A subscription may be canceled by the client at any time for any reason but will continue until the end of the subscription period. The subscription will auto-renew unless canceled by the client before end of the subscription period. No refunds will be issued if the subscription is terminated before the end of the subscription period.

C. Additional Client Fees Charged

Additional fees may be incurred based on recommendations made by Sound Advice and implemented by the client, such as custodian account fees, transaction charges, ETF-embedded expenses, regulatory surcharges, etc.

D. External Compensation for the Sale of Securities to Clients

Sound Advice's professionals are compensated based upon either an hourly basis or a salary and bonus. Please see Item 10.C. for detailed information and conflicts of interest.

Item 6: Performance-Based Fees and Side-by-Side Management

Sound Advice does not accept performance-based fees or other fees based on a share of capital gains or capital appreciation of the assets of a client.

Item 7: Types of Clients

Sound Advice generally provides advisory services to the following types of clients:

- Individuals
- Small businesses

Sound Advice does not require a minimum account size.

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

A. Methods of Analysis and Investment Strategies

Investing in securities involves a risk of loss that you should be prepared to bear. There is no guarantee that any specific investment or strategy will be profitable for a particular client.

Modern Portfolio Theory

Modern portfolio theory is a theory of investment that attempts to maximize portfolio-expected return for a given amount of portfolio risk, or equivalently minimize risk for a given level of expected return, each by carefully choosing the proportions of various assets. Modern portfolio theory assumes that investors are risk averse, meaning that given two portfolios that offer the same expected return, investors will prefer the less risky one. Thus, an investor will take on increased risk only if compensated by higher expected returns. Conversely, an investor who wants higher expected returns must accept more risk. The exact trade-off will be the same for all investors, but different investors will evaluate the trade-off differently based on individual risk aversion characteristics. The implication is that a rational investor will not invest in a portfolio if a second portfolio exists with a more favorable risk-expected return profile – i.e., if for that level of risk, an alternative portfolio exists which has better-expected returns.

Long-Term Trading

When constructing and monitoring its Portfolios, the firm utilizes a long-term investment strategy to capture rates of return that tend to smooth out the short-term volatility of the market and specific securities.

Exchange-Traded Funds

The firm primarily uses individual exchange-traded funds ("ETFs") in constructing its Portfolios. The firm may utilize additional independent third parties to assist it in constructing and monitoring Portfolios as appropriate under the circumstances.

The firm reviews certain quantitative and qualitative criteria related to ETFs and to construct its recommended allocation. Quantitative criteria may include

- the performance history of an ETF evaluated against that of its peers and other benchmarks
- an analysis of risk-adjusted returns
- an analysis of the manager's contribution to the investment return (e.g., manager's alpha), standard deviation of returns over specific time periods, sector, and style analysis
- ETFs' embedded fees
- ETFs' underlying strategy and portfolio assets
- the relevant portfolio manager's tenure

Qualitative criteria used in selecting ETFs for Portfolios include the investment objectives and/or management style and philosophy of an ETF manager; an ETF manager's consistency of investment style; and employee turnover and efficiency and capacity.

Quantitative and qualitative criteria related to ETFs are reviewed by the firm on a quarterly basis or such other interval as appropriate under the circumstances. In addition, ETFs are reviewed to determine the extent to which their investments reflect efforts to time the market, or evidence style drift such that their portfolios no longer accurately reflect the particular asset category attributed to the ETF by the firm (both of which are negative factors in implementing an asset allocation structure).

The firm will regularly review the activities of ETFs utilized in the Portfolios. Clients should review and understand the disclosure documents of those mutual funds and ETFs, which contain information relevant to such retention or investment, including information on the methodology used to analyze securities, investment strategies, fees, and conflicts of interest.

Material Risks of Investment Instruments

Exchange-Traded Funds

ETFs are investment companies whose shares are bought and sold on a securities exchange. An ETF holds a portfolio of securities designed to track a particular market segment or index. Some examples of ETFs are SPDRs[®], streetTRACKS[®], DIAMONDSSM, NASDAQ 100 Index Tracking StockSM ("QQQsSM") iShares[®] and VIPERs[®]. ETFs have embedded expenses that the investor indirectly bears.

Investing in ETFs involves risk. Specifically, ETFs, depending on the underlying portfolio and its size, can have wide price (bid and ask) spreads, thus diluting or negating any upward price movement of the ETF or enhancing any downward price movement. Also, ETFs require more frequent portfolio reporting by regulators and are thereby more susceptible to actions by hedge funds that could have a negative impact on the price of the ETF. Certain ETFs may employ leverage, which creates additional volatility and price risk depending on the amount of leverage utilized, the collateral and the liquidity of the supporting collateral.

Further, the use of leverage (i.e., employing the use of margin) generally results in additional interest costs to the ETF. Certain ETFs are highly leveraged and therefore have additional volatility and liquidity risk. Volatility and liquidity can severely and negatively impact the price of the ETF's underlying portfolio securities, thereby causing significant price fluctuations of the ETF.

B. Investment Strategy and Method of Analysis Material Risks

Our investment strategies in the portfolios are based upon the investment profile information provided by the client subject to the platform constraints discussed in Item 4 of this brochure.

C. Concentration Risks

There is an inherent risk to have investment portfolios heavily weighted in one security, one industry or industry sector, one geographic location, one investment manager, one type of investment instrument (equities versus fixed income). Diversified portfolios, as a general rule, incur less volatility and therefore less fluctuation in portfolio value than those with concentrated holdings. Concentrated holdings may offer the potential for higher gain, but also offer the potential for significant loss.

Item 9: Disciplinary Information

A. Criminal or Civil Actions

There is nothing to report on this item.

B. Administrative Enforcement Proceedings

There is nothing to report on this item.

C. Self-Regulatory Organization Enforcement Proceedings

There is nothing to report on this item.

Item 10: Other Financial Industry Activities and Affiliations

A. Broker-Dealer or Representative Registration

Neither the firm nor its affiliates are registered to conduct broker-dealer activities.

B. Futures or Commodity Registration

Neither Sound Advice nor its affiliates are registered as a commodity firm, futures commission merchant, commodity pool operator or commodity trading advisor and do not have an application to register pending.

C. Material Relationships Maintained by this Advisory Business and Conflicts of Interest

There is nothing to report for this item.

D. Recommendation or Selection of Other Investment Advisors and Conflicts of Interest

Sound Advice does not recommend separate account managers or other investment products in which it receives any form of referral or solicitor compensation from the separate account manager or client.

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

A. Code of Ethics Description

In accordance with the Advisers Act, the firm has adopted policies and procedures designed to detect and prevent insider trading. In addition, the firm has adopted a Code of Ethics (the "Code"). Among other things, the Code includes written procedures governing the conduct of the firm's advisory and access persons. The Code also imposes certain reporting obligations on persons subject to the Code. The Code and applicable securities transactions are monitored by the chief compliance officer of the firm. The firm will send clients a copy of its Code of Ethics upon written request.

The firm has policies and procedures in place to ensure that the interests of its clients are given preference over those of Sound Advice, its affiliates and its employees. For example, there are policies in place to prevent the misappropriation of material non-public information, and such other policies and procedures are reasonably designed to comply with federal and state securities laws.

B. Investment Recommendations Involving a Material Financial Interest and Conflicts of Interest

The firm does not engage in principal trading (i.e., the practice of selling stock to advisory clients from a firm's inventory or buying stocks from advisory clients into a firm's inventory). The firm does recommend securities to advisory clients in which it has some affiliation, proprietary, or ownership interest.

C. Advisory Firm Purchase or Sale of Same Securities Recommended to Clients and Conflicts of Interest

The firm, its affiliates, employees and their families may purchase or sell the same securities as are recommended to clients in accordance with its Code of Ethics policies and procedures. Such conflict generally refers to the practice of front-running (trading ahead of the client), which the firm specifically prohibits. The firm has adopted policies and procedures that are intended to address these conflicts of interest. These policies and procedures:

- require our advisory representatives and employees to act in the client's best interest
- prohibit employees from personally benefitting by causing a client to act, or fail to act in making investment decisions
- prohibit the firm or its employees from profiting or causing others to profit on knowledge of completed or contemplated client transactions

Advisory representatives and employees must follow the firm's procedures when purchasing or selling the same securities recommended for the client.

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

The firm, its affiliates, employees and their families may effect securities transactions for their own accounts that differ from those recommended for other of the firm's clients. It is the policy of the firm to place the clients' interests above those of the firm and its employees.

Item 12: Brokerage Practices

A. Factors Used to Select Broker-Dealers for Client Transactions

Custodian Recommendations

For the firm's subscription services, and if specifically requested by a client, Sound Advice will recommend two to three qualified custodians to maintain custody of the client's assets and to effect trades for their accounts. Although the firm may recommend that clients establish accounts with the custodian, it is the client's decision to custody assets with the custodian. The firm is independently owned and operated and not affiliated with a custodian. For the firm client accounts maintained in its custody, the custodian generally does not charge separately for custody services but is compensated by account holders through commissions and other transaction-related or asset-based fees for securities trades that are executed through the custodian or that settle into custodian accounts.

The firm considers the financial strength, reputation, operational efficiency, cost, execution capability, level of customer service, and related factors in recommending broker-dealers or custodians to advisory clients.

How We Select Brokers/Custodians to Recommend

The firm seeks to recommend a custodian/broker who will hold client assets and execute transactions on terms that are overall most advantageous when compared to other available providers and their services. We consider a wide range of factors, including, among others, the following:

- combination of transaction execution services along with asset custody services (generally without a separate fee for custody)
- capability to execute, clear, and settle trades (buy and sell securities for client accounts)
- capabilities to facilitate transfers and payments to and from accounts (wire transfers, check requests, bill payment, etc.)
- breadth of investment products made available (stocks, bonds, mutual funds, exchange-traded funds (ETFs), etc.)
- availability of investment research and tools that assist us in making investment decisions
- quality of services
- competitiveness of the price of those services (commission rates, margin interest rates, other fees, etc.) and willingness to negotiate them
- reputation, financial strength, and stability of the provider
- their prior service to us and our other clients
- availability of other products and services that benefit us, as discussed below

Soft Dollar Arrangements

The firm does not utilize soft dollar arrangements.

Brokerage for Client Referrals

The firm does not engage in the practice of directing brokerage commissions in exchange for the referral of advisory clients.

Item 13: Review of Accounts

A. Schedule for Periodic Review of Client Accounts or Financial Plans and Advisory Persons Involved

The model portfolio algorithms are reviewed by the Director of Wealth Management. The frequency of reviews is ongoing based upon the risk characteristics of each risk-based model asset allocation. Annually, if the client requested an investment advice recommendation during the past year, the firm will send a proactive communication through the app to clients notifying them to update their profile if there are significant changes. The firm does not provide continuous management and supervision of individual client accounts. That is the sole responsibility of the client.

B. Review of Client Accounts on Non-Periodic Basis

The firm may perform ad hoc reviews on an as-needed basis if there have been material changes in how the firm formulates investment advice or macroeconomic or market-related factors.

C. Content of Client-Provided Reports and Frequency

If the client uses an independent custodian, such custodian provides account statements directly to the client no less frequently than quarterly. The custodian's statement is the official record of the client's securities account.

Item 14: Client Referrals and Other Compensation

A. Economic Benefits Provided to the Advisory Firm from External Sources and Conflicts of Interest

Other than the disclosures stated in Items 10 and 12 of this brochure, the firm does not receive referral payments from third-party service providers.

B. Advisory Firm Payments for Client Referrals

Sound Advice will engage social media influencers ("Solicitors") to promote its brand and will be paid based on subscribers, some may receive equity in the business. As such, Sound Advice may enter into agreements with Solicitors who will refer prospective advisory clients to the firm in return for a portion of the ongoing advisory fee our firm collects. Generally, when the firm engages a Solicitor, such Solicitor is compensated through receipt of a portion of the subscription and or advisory fees we collect from our advisory clients. The receipt of such fees creates a conflict of interest in that the Solicitor is economically incented to recommend our services because of the existence of a fee sharing arrangement with our firm. Please be advised that the firm's payment of a referral fee to the Solicitor does not increase the client's advisory fee paid to the firm.

Item 15: Custody

Sound Advice is a subscription service and does not have custody of client assets.

Item 16: Investment Discretion

Sound Advice does not manage investment portfolios and therefore does not exercise discretionary authority.

Item 17: Voting Client Securities

Sound Advice does not manage or implement investment portfolios and therefore does not take discretion with respect to voting proxies on behalf of its clients.

Item 18: Financial Information

A. Balance Sheet

Sound Advice does not require the prepayment of fees of \$1,200 or more, six months or more in advance, and as such is not required to file a balance sheet.

B. Financial Conditions Reasonably Likely to Impair Advisory Firm's Ability to Meet Commitments to Clients

There are no financial conditions present would impair the firm's ability to provide its services.

C. Bankruptcy Petitions During the Past Ten Years

There is nothing to report on this item.