

E|FINANCIAL ALLIANCE, LLC

FIRM BROCHURE (FORM ADV PART 2A) ITEM 1 – COVER PAGE

MARCH 8, 2024

**106 Mission Court, Suite 703
Franklin, TN 37067
Phone: (615) 224-8534
Email: support@efinancialalliance.com
Website: www.efinancialalliance.com**

This brochure provides information about the qualifications and business practices of E|Financial Alliance, LLC. If you have any questions about the contents of this brochure, please contact Mitchell K. Anderson at (615) 224-8534 or Mitch@efinancialalliance.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.

E|Financial Alliance, LLC is a registered investment adviser. Registration of an Investment Adviser does not imply any level of skill or training. The oral and written communications of an Adviser provide you with information about which you determine to hire or retain an Adviser.

Additional information about E|Financial Alliance, LLC is available on the SEC's website www.adviserinfo.sec.gov. You can search this site by a unique identifying number, known as a CRD number. The CRD number for E|Financial Alliance, LLC is 161352.

ITEM 2. MATERIAL CHANGES

We have one material change to report since our firm's last annual update, which was on February 23, 2023.

- Item 12 & 14 – We now recommend custodial services of Charles Schwab & Co. Inc. as a result of its merger with TD Ameritrade, Inc.

ITEM 3 - TABLE OF CONTENTS

ITEM 1 – COVER PAGE.....	1
ITEM 2. MATERIAL CHANGES	2
ITEM 3 - TABLE OF CONTENTS	3
ITEM 4 – ADVISORY BUSINESS.....	4
ITEM 5 – FEES AND COMPENSATION	5
ITEM 6 – PERFORMANCE-BASED FEES AND SIDE BY SIDE MANAGEMENT	7
ITEM 7 – TYPES OF CLIENTS.....	7
ITEM 8 – METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS	8
ITEM 9 – DISCIPLINARY INFORMATION.....	9
ITEM 10 – OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS	9
ITEM 11 – CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING	10
ITEM 12 – BROKERAGE PRACTICES.....	11
ITEM 13 – REVIEW OF ACCOUNTS.....	12
ITEM 14 – CLIENT REFERRALS AND OTHER COMPENSATION	12
ITEM 15 – CUSTODY	12
ITEM 16 – INVESTMENT DISCRETION	13
ITEM 17 – VOTING CLIENT SECURITIES	13
ITEM 18 – FINANCIAL INFORMATION	13

ITEM 4 – ADVISORY BUSINESS

OWNERSHIP/ADVISORY HISTORY

E|Financial Alliance, LLC (“we” or “us”) is an investment adviser registered with the U.S. Securities and Exchange Commission. We are a Tennessee Limited Liability Company formed in January 2012. Mitchell K. Anderson and Destin Tompkins are our owners.

ADVISORY SERVICES OFFERED

We provide clients with a financial plan and a portfolio management services for one fee. Prior to the Adviser-Client relationship, we may offer a complimentary general consultation to discuss services available, to give a prospective client time to review services desired, and to determine the possibility of a potential relationship. Investment advisory services begin only after we formalize the relationship with the client by properly executing client Agreement.

PORTFOLIO MANAGEMENT

We manage individualized portfolios for our clients. We work with each client to formulate an individualized portfolio based upon his/her objectives, time frame, risk parameters and other investment considerations. We use marketable securities such as bonds, certificates of deposit, equity linked certificates of deposit, exchange traded funds, mutual funds, stocks and unit investment trusts. Our investment philosophy is to use principals of value, safety and quality to seek investment options globally. We place heavy emphasis on risk control, believing that avoiding losses allows appreciation potential of investments to be realized.

Our portfolio management services are discretionary. Through our discretionary portfolio management, we are authorized to perform various functions, at the client’s expense, without further approval from the client. Such functions include the determination of securities to be purchased or sold and the amount of securities to be purchased or sold. Once the portfolio is constructed, we will monitor the portfolio as changes in market conditions and client circumstances may require.

FINANCIAL PLANNING

We offer financial planning to our clients. This involves a multiple meeting process that results in a written financial plan for the client. Financial Planning services typically focus on one or more specific areas such as financial and cash management, risk management, financial issues relating to divorce or death of a family member, insurance planning, estate planning, tax issues, retirement planning, educational funding, goal setting, wealth management, business exit strategies, or other needs identified by the client or by our review of the client’s financial circumstances. Through discussion with the client and/or questionnaires, we will collect pertinent data, identify goals, objectives, financial concerns and potential solutions. We will present the client with a written analysis. During the planning services, we may make recommendations regarding implementation of the financial strategies discussed.

CORPORATE QUALIFIED PLANS

We offer ERISA non-fiduciary services to our corporate qualified plan clients. The services may include: education services to the plan's committee members; participant education services; third party benchmarking services; plan search support; review of fiduciary liability insurance coverage, monitoring of qualified fiduciaries; and participant advice. The services are negotiable and may vary from client to client.

TAILORED SERVICES

Our services are individualized to each client. However, we generally do not allow clients to place restrictions on the types of securities held in their accounts.

WRAP PROGRAM

We do not sponsor a wrap program. This section is not applicable.

CLIENT ASSETS MANAGED

As of January 22, 2024, we manage \$196,000,000 in discretionary assets.

ITEM 5 – FEES AND COMPENSATION

PORTFOLIO MANAGEMENT SERVICES

Fees for accounts are calculated and billed quarterly in advance using the annualized rates below.

Custodian Reported Value of Account	Management Fee
Up to \$100,000	1.95%
\$100,000.01 to \$250,000	1.25%
\$250,000.01 to \$1,000,000	1.00%
\$1,000,000.01 and \$2,500,000	0.85%
\$2,500,000.01 to \$10,000,000	0.65%
Above \$10,000,000	0.50%

The management fee is tiered. A tiered fee means the applicable rate will be applied to the fair market value in each applicable range of account value. For example, an account with a month end value of \$200,000.00 will be charged 1.95% on the first \$100,000.00 and 1.25% on the next \$100,000.00. The fee is negotiable.

The pro-rated initial quarter's management fee will be calculated on the Account's initial value as reported by the account's custodian. Thereafter, the management fee will be calculated on the Account's previous quarter's end value as reported by the Account's custodian.

Our fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses that are incurred by the client. Clients may incur certain charges imposed by custodians, brokers, third party investment and other third parties such as fees charged by managers, custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire

transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual funds and exchange traded funds also charge internal management fees, which are disclosed in a fund's prospectus. Such charges, fees and commissions are exclusive of and in addition to the Firm's fee and it will not receive any portion of these commissions, fees, and costs. For more information about the firm's brokerage practice please see Item 12.A.

A client may terminate the Investment Management Agreement for any reason at any time and, within the first five (5) business days after signing the contract, without any cost or penalty. Thereafter, the contract may be terminated at any time by giving ten (10) days written notice. Upon termination, fees will be prorated for the number of days that services were rendered on the Account's valuation as of the termination date. To cancel the agreement, the client must notify firm in writing at to E|Financial Alliance, LLC, 106 Mission Court, Suite 703, Franklin, TN 37067 and return any materials received to that date.

FINANCIAL PLANNING

The aforementioned services are provided on a fixed or hourly fee basis in accordance with the following fee schedule:

Hourly Fee: We assess an hourly rate of \$250 an hour for financial planning services when clients request one or two of the financial planning modules or when a client requests a planning service not covered by a module. The number of hours will vary depending upon the complexity of the financial situation, the estimate of hours involved, including preparation and research, areas to be specified and estimated in the written agreement for services. The hourly fee can be negotiated with the client.

Fixed Fee: For a more complex situation we assess a fixed fee that ranges from \$5,000 to \$10,000. The fixed fee will vary depending upon the complexity of the financial situation, the estimate of hours involved, including preparation and research, areas to be specified and estimated in the written agreement for services. The fixed fee can be negotiated with the client.

All fees for planning services are agreed upon in advance in writing and due at that time.

The client may cancel the financial planning agreement for any reason during the first five (5) days from the date of signing the agreement and will receive a refund of 100% of all fees paid without cost or penalty. After the first five (5) business days, written termination will result in a pro-rated refund of any prepaid and unearned fee to the client based upon the number of hours worked on the financial plan at rate of \$250 per hour. To cancel the agreement, the client must notify firm in writing at to E|Financial Alliance, LLC, 106 Mission Court, Suite 703, Franklin, TN 37067 and return any materials received to that date.

CORPORATE QUALIFIED PLANS

The aforementioned corporate qualified plan services are provided on at an hourly fee rate, flat fee or as an annual percentage of assets in the qualified plan. The hourly fee rate and flat fee below are billed at the end of each month.

Hourly Fee: We assess an hourly rate of \$275 an hour.

Minimum HSA Account Fee: We assess a flat fee of \$150 for this service.

401K Loan Fee: We assess a flat fee of \$240 for this service.

401k Minimum Annual Account Fee: \$240

Expedited Distribution Request: We assess a flat fee of \$50 for this service.

IRA Early Withdrawal Fee: We assess a flat fee of \$150 for this service.

Annual Percentage of Plan Assets Fee: The annual percentage of plan assets fee is 1.00%. The fee is negotiable based on the size of the plan and/or the number of participants. The fee is billed by invoice to the plan sponsor at the end of each month. The invoice is due within 30 days of receipt.

The client may cancel the corporate qualified plan agreement for any reason during the first five (5) business days from the date of signing the agreement and will receive a refund of 100% of all fees paid without cost or penalty. After the first five (5) business days, the contract may be terminated at any time by giving ten (10) days written notice. Upon termination, fees will be prorated for the number of days that services were rendered on the Account's valuation as of the termination date. The client will receive an invoice for the services rendered. The invoice will be due upon receipt. To cancel the agreement, the client must notify firm in writing at E|Financial Alliance, LLC, 106 Mission Court, Suite 703, Franklin, TN 37067 and return any materials received to that date.

RETIREMENT ROLLOVER CONFLICTS OF INTEREST

When we recommend you rollover a retirement account for us to manage, this creates a financial incentive because we charge a fee for our services. We attempt to mitigate the conflict of interest by acting in your best interest and applying an impartial conduct standard to all rollovers. Please note that you are not under any obligation to roll over a retirement account to an account managed by us.

ITEM 6 – PERFORMANCE-BASED FEES AND SIDE BY SIDE MANAGEMENT

We do not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client).

ITEM 7 – TYPES OF CLIENTS

We offer our services to individuals, trusts, estates, pension and profit-sharing plans, corporations and other businesses. We generally require a minimum account size of \$100,000. However, the minimum may be waived at our discretion.

ITEM 8 – METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS

METHODS OF ANALYSIS AND INVESTMENT STRATEGIES

We use asset allocation analysis to form client portfolios. Asset Allocation is an investment strategy that aims to balance risk and reward by apportioning a portfolio's assets according to an individual's goals, risk tolerance and investment horizon among various asset classes. The asset classes typically include equities, fixed-income, and cash and equivalents. Each class has different levels of risk and return, so each will behave differently over time.

Our analysis of securities and advice relating thereto may be based upon information obtained from financial newspapers and magazines, research materials prepared by others, corporate ratings services, and annual reports, prospectuses and filings made with the Securities and Exchange Commission. We also utilize computer models for performance analysis, asset allocation and risk management.

RECOMMENDED SECURITIES AND INVESTMENT RISKS

We use several types of securities in our clients' accounts. These securities may include, but are not limited to, the following: Bonds and other corporate debt instruments; Exchange Traded Funds; Mutual Funds such as Large Cap Growth, Large Cap Value, Mid Cap Growth, Mid Cap Value, Small Cap Growth, Small Cap Value, Income, Bond, Real Estate and others; Government Debt instruments including Treasury Bills and Municipal securities; Stocks; Preferred Stock; High Yield Debt; Domestic Fixed Income; Unit Investment Trusts; Money Market Funds and Cash.

All investments bear different types and degrees of risk and **investing in securities involves risk of loss that clients should be prepared to bear.** While we use investment strategies that are designed to provide appropriate investment diversification, some investments have significantly greater risks than others. Obtaining higher rates of return on investments entails accepting higher levels of risk. Recommended investment strategies seek to balance risks and rewards to achieve investment objectives. A client's needs to ask questions about risks he/she does not understand, we would be pleased to discuss them.

We strive to render its best judgment on behalf of our clients. Still, we cannot assure or guarantee clients that investments will be profitable or assure that no losses will occur in an investment portfolio. Past performance is an important consideration with respect to any investment or investment adviser but is not a reliable predictor of future performance. We continuously strive to provide outstanding long-term investment performance, but many economic and market variables beyond its control can affect the performance of an investment portfolio.

An investment could lose money over short or even long periods. A client should expect his/her account value and returns to fluctuate within a wide range, like the fluctuations of the overall stock and bond markets. A client's account performance could be hurt by:

- **Stock market risk:** The chance that stock prices overall will decline. Stock markets tend to move in cycles, with periods of rising stock prices and periods of falling stock prices.
- **Interest rate risk:** The chance that bond prices overall will decline because of rising interest rates.
- **Manager risk:** The chance that the proportions allocated to the various securities will cause the client's account to underperform relevant to benchmarks or other accounts with a similar investment objective.
- **Liquidity risk:** Liquidity risk exists when particular investments would be difficult to purchase or sell, possibly preventing the Fund from selling such illiquid securities at an advantageous time or price, or possibly requiring the Firm to dispose of other investments at unfavorable times or prices in order to satisfy its obligations. This can be the case with limited partnerships, real estate investment trusts and unit investment trusts.
- **International investing risk:** Investing in the securities of non-U.S. companies involves special risks not typically associated with investing in U.S. companies. Foreign securities tend to be more volatile and less liquid than investments in U.S. securities, and may lose value because of adverse political, social or economic developments overseas or due to changes in the exchange rates between foreign currencies and the U.S. dollar. In addition, foreign investments are subject to settlement practices, as well as regulatory and financial reporting standards, that differ from those of the U.S.

ITEM 9 – DISCIPLINARY INFORMATION

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events within the past 10-years that would be material to your evaluation of the Adviser or the integrity of its management.

We have no information applicable to this Item because we have not been the any administrative, civil, criminal or regulatory proceedings.

ITEM 10 – OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS

BROKER-DEALER AFFILIATIONS

We are not affiliated with a broker-dealer.

FUTURES/COMMODITIES FIRM AFFILIATION

We are not affiliated with a futures or commodities broker.

OTHER INDUSTRY AFFILIATIONS

We do not have any other industry affiliations.

SELECTION AND MONITORING OF THIRD-PARTY INVESTMENT ADVISERS

We do not recommend the services of a third-party investment advisers for our clients.

ITEM 11 – CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING

DESCRIPTION

Our Code of Ethics establishes ideals for ethical conduct upon fundamental principles of openness, integrity, honesty, and trust. We will provide a copy of our Code of Ethics to any client or prospective client upon request.

Our Code of Ethics covers all supervised persons and it describes its high standard of business conduct, and fiduciary duty to its clients. The Code of Ethics includes provisions relating to the confidentiality of client information, a prohibition on insider trading, a prohibition of rumor mongering, restrictions on the acceptance of significant gifts and the reporting of certain gifts and business entertainment items, and personal securities trading procedures, among other things. All supervised persons must acknowledge the terms of the Code of Ethics annually, or as amended.

MATERIAL INTEREST IN SECURITIES

We do not have a material interest in any securities. Additionally, it is our policy that we will not affect any principal or agency cross securities transactions for client accounts. We will also not cross trades between client accounts. Principal transactions are generally defined as transactions where an adviser, acting as principal for its own account or the account of an affiliated broker-dealer, buys from or sells any security to any advisory client. A principal transaction may also be deemed to have occurred if a security is crossed between an affiliated hedge fund and another client account. An agency cross transaction is defined as a transaction where a person acts as an investment adviser in relation to a transaction in which the investment adviser, or any person controlled by or under common control with the investment adviser, acts as broker for both the advisory client and for another person on the other side of the transaction. Agency cross transactions may arise where an adviser is dually registered as a broker-dealer or has an affiliated broker-dealer.

INVESTING IN OR RECOMMENDING THE SAME SECURITIES

Our owners, Mr. Anderson and Mr. Tompkins, may, from time to time, buy or sell for his own accounts securities that are the same as, similar, or different than those that his clients purchase or sell. Differences can arise due to variations in personal goals, investment horizons, risk tolerance, and the timing of purchases and sales. The securities traded are typically broadly traded, large scale securities (not penny stocks) and/or mutual funds in which proprietary trades will not affect market prices. Nonetheless, client transactions will precede those orders placed for any proprietary trades. Mr. Anderson and Mr. Tompkins are aware of his fiduciary duty to his clients and the prohibitions against the use of any insider information. We keep records of all associates' proprietary trading activities and make them available to regulators to review on the premises. Whenever we deem that there may appear to be a conflict of interest, we will inform affected clients of the holdings involved prior to placing any orders.

ITEM 12 – BROKERAGE PRACTICES

RECOMMENDED BROKERAGE

When the Firm recommends brokers or custodians, it will seek broker-dealers who offer competitive commissions costs together with reliable services. A Client's choice of another broker-dealer is acceptable if proven feasible. The Firm recommends Charles Schwab & Co., Inc., ("Schwab") a registered broker-dealer, member FINRA/SPIC as the qualified custodian. We are independently owned and operated and not affiliated with Schwab. Schwab will hold the Clients' assets in a brokerage account and buy and sell securities when we instruct them to. While we recommend that the Client use Schwab as the custodian/broker, the client will decide whether to do so and open an account with Schwab by entering into an account agreement directly with them. We do not open the account for you; however, we can assist the Client in doing so. If the Client does not wish to place their assets with Schwab, then we cannot manage the account.

RESEARCH AND SOFT DOLLARS BENEFITS

"Soft dollars" are defined as a form of payment investment firms can use to pay for goods and services such as news subscriptions or research. When an investment firm gives its business to a particular brokerage firm, the brokerage firm in return can agree to use some of its revenue to pay for these types of services. In order to stem the potential conflicts of interest that may arise from "soft dollar" arrangements, we pursue a policy of not entering into any such arrangements, either orally or in writing. Should we enter into a "soft dollar" arrangement, it shall be only to the extent that they comply with the "safe harbor" requirements of Section 28(e) of the Securities Exchange Act of 1934 and any then-current federal and state regulations.

BROKERAGE FOR CLIENT REFERRALS

We do not receive client referrals or any other incentive from any custodian or any third party.

DIRECTED BROKERAGE

Some clients may direct us to a specific broker-dealer to execute securities transactions for their accounts. When so directed, we may not be able to effectively negotiate lower brokerage commissions or achieve best execution on clients' transactions. This can result in substantially higher fees, charges or dealer concessions in one or more transactions for the clients' account because the Adviser cannot negotiate favorable prices.

TRADE AGGREGATION

We may aggregate orders with respect to the same security purchased for different clients. When orders are aggregated, each participating account receives the average share price for the transaction and bears a proportionate share of all transaction costs, based upon each account's participation in the transaction, subject to our discretion depending on factual or market conditions. Clients participating in block trading may include proprietary or related accounts.

Such accounts are treated as client accounts and are neither given preferential nor inferior treatment versus other client accounts. Allocations of orders among client accounts must be made in a fair and equitable manner.

ITEM 13 – REVIEW OF ACCOUNTS

PERIODIC REVIEWS

Mr. Anderson, our owner, reviews the general holdings of client accounts on a monthly basis. In addition to these reviews, Mr. Anderson meets with clients on an annual basis to discuss and review their accounts.

OTHER REVIEWS

Additional reviews are conducted periodically depending on market conditions, economic or political events, or by changes in a client's financial situation (such as retirement, termination of employment, physical move or inheritance).

REPORTS

Clients receive quarterly statements from their custodian. We urge clients to carefully review such statements.

ITEM 14 – CLIENT REFERRALS AND OTHER COMPENSATION

We do not pay nor receive compensation for referrals.

The Firm may receive a non-economic benefit from Schwab in the form of support products and services they make available to us and other independent advisors whose Clients maintain their accounts at Schwab. The availability to us from Schwab's products and services is not based on us giving particular investment advice, such as buying particular securities for the Client.

ITEM 15 – CUSTODY

All client funds, securities and accounts are held at third-party custodians. We do not take possession of a client's securities. The custodian does not supervise us, its agents or activities. We do not take possession of a client's funds, securities or accounts. However, the client will be asked to authorize us with the ability to deduct fees directly from the client's account. This authorization will be to deduct our management fee only. When deducting the fee, we will send a billing statement (invoice) to the client and the client's custodian that indicates the fee to be withdrawn and how it was calculated from the account. A client may object to the deduction of our fees from the Account by notifying us at the address or telephone number shown on each billing invoice or by notifying client's custodian. The client's custodian shall also send a quarterly statement indicating the amount of fees withdrawn from the client's Account.

Clients should receive quarterly statements from the broker dealer, bank or other qualified custodian that holds and maintains client's investment assets. We urge clients to carefully review such statements.

ITEM 16 – INVESTMENT DISCRETION

All Portfolio Management clients sign an investment management agreement that contains a limited power of attorney granting us discretionary power over the account. In discretionary accounts, we will be allowed to place trades, buy or sell securities of any type and in amounts it deems to be appropriate for the account, without first obtaining the client's consent to each trade. Directions will be given to the account custodian to complete the transaction.

ITEM 17 – VOTING CLIENT SECURITIES

We will not be responsible for responding to proxies of securities held in clients' accounts. In the event a client has a question about a proxy solicitation, the client should contact Mr. Anderson and/or Mr. Tompkins.

ITEM 18 – FINANCIAL INFORMATION

BALANCE SHEET

We do not require or solicit prepayment of more than \$1200 in fees per client, six months or more in advance. Therefore, we do not have to provide a balance sheet.

FINANCIAL CONDITION

Registered investment advisers are required in this Item to provide you with certain financial information or disclosures about our financial condition. We have no financial commitment that impairs its ability to service its clients.

BANKRUPTCY

We have not been the subject of a bankruptcy proceeding.