

Sound Financial, LLC.

Firm Brochure - Form ADV Part 2A

This brochure provides information about the qualifications and business practices of Sound Financial, LLC. If you have any questions about the contents of this brochure, please contact us at (425) 332-6568 or by email at: info@sfgwa.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 Sound Financial, LLC. is also available on the SEC's website at www.adviserinfo.sec.gov. Sound Financial, LLC.'s CRD number is: 292271



6131 92nd Ave NE
Lake Stevens, WA 98258
(425) 332-6568

info@sfgwa.com

www.sfgwa.com

<https://www.instagram.com/wealthpodcast/>

Registration as an investment adviser does not imply a certain level of skill or training.

Version Date: 01/05/2024

Item 2: Material Changes

The material changes in this brochure from the last annual updating amendment of Sound Financial, LLC on 02/09/2023 are described below. Material changes relate to Sound Financial, LLC's policies, practices, or conflicts of interests.

- Sound Financial, LLC has updated their office location (Cover Page).
- Item 4A Description of the Advisory Firm revised to remove TRJE Capital LLC.
- Item 5B Payment of Fees revised to remove language consistent with a state registered firm. Sound Financial, LLC is registered with the Securities and Exchange Commission (SEC).
- Item 12A list of custodians that SFG recommends has been revised to remove Equity Trust Company and provide further information on recommended custodians.

Item 3: Table of Contents

Item 2: Material Changes	2
Item 3: Table of Contents	3
Item 4: Advisory Business	5
A. Description of the Advisory Firm	5
B. Types of Advisory Services	5
C. Client Tailored Services and Client Imposed Restrictions	6
D. Wrap Fee Programs	6
E. Assets Under Management	6
Item 5: Fees and Compensation	7
A. Fee Schedule	7
B. Payment of Fees	10
C. Client Responsibility for Third Party Fees	10
D. Prepayment of Fees	10
E. Outside Compensation for the Sale of Securities to Clients	11
Item 6: Performance-Based Fees and Side-By-Side Management	11
Item 7: Types of Clients	11
Item 8: Methods of Analysis, Investment Strategies, and Risk Loss	12
A. Methods of Analysis and Investment Strategies	12
B. Material Risks Involved	12
C. Risks of Specific Securities Utilized	12
Item 9: Disciplinary Information	13
A. Criminal or Civil Actions	13
B. Administrative Proceedings	13
C. Self-regulatory Organization (SRO) Proceedings	13
Item 10: Other Financial Industry Activities and Affiliations	13
A. Registration as a Broker/Dealer or Broker/Dealer Representative	13
B. Registration as a Futures Commission Merchant, Commodity Pool Operator, or a Commodity Trading Advisor	13
C. Registration Relationships Material to this Advisory Business and Possible Conflicts of Interests	14
D. Selection of Other Advisers or Managers and How This Adviser is Compensated for Those Selections	14

Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading..	15
A. Code of Ethics	15
B. Recommendations Involving Material Financial Interests.....	15
C. Investing Personal Money in the Same Securities as Clients.....	15
D. Trading Securities At/Around the Same Time as Clients' Securities	15
Item 12: Brokerage Practices	15
A. Factors Used to Select Custodians and/or Broker/Dealers	15
B. Aggregating (Block) Trading for Multiple Client Accounts.....	18
Item 13: Reviews of Accounts	18
A. Frequency and Nature of Periodic Reviews and Who Makes Those Reviews	18
B. Factors That Will Trigger a Non-Periodic Review of Client Accounts.....	19
C. Content and Frequency of Regular Reports Provided to Clients	19
Item 14: Client Referrals and Other Compensation	19
A. Economic Benefits Provided by Third Parties for Advice Rendered to Clients (Includes Sales Awards or Other Prizes).....	19
B. Compensation to Non – Advisory Personnel for Client Referrals	19
Item 15: Custody	19
Item 16: Investment Discretion	19
Item 17: Voting Client Securities (Proxy Voting)	20
Item 18: Financial Information	20
A. Balance Sheet.....	20
B. Financial Conditions Reasonably Likely to Impair Ability to Meet Contractual Commitments to Clients	20
C. Bankruptcy Petitions in Previous Ten Years	20
Form ADV Part 2B - Individual Disclosure Brochures	21

Item 4: Advisory Business

A. Description of the Advisory Firm

Sound Financial, LLC. (hereinafter “SFG”) is a Limited Liability Corporation organized in the State of Washington. The firm was formed in March 2015 and registered as an investment adviser in April 2018. The principal owners are Galt’s Refuge, LLC, and Cordan, LLC.

B. Types of Advisory Services

Management via Recommendation of Other Advisers

SFG will recommend that the client engage a third-party investment adviser, specifically AssetMark and/or Betterment LLC. Before recommending other advisers for clients, SFG will always ensure those other advisers are properly licensed or registered as an investment adviser. SFG conducts due diligence on any third-party investment adviser it recommends, which may involve one or more of the following: phone calls, meetings and review of the third-party adviser’s performance and investment strategy. SFG will then review the ongoing performance of the third-party adviser(s) selected.

Financial Planning

Financial plans and financial planning may include but are not limited to: investment planning; life insurance; tax concerns; retirement planning; college planning; and debt/credit planning. Clients should refer to Item 5 below for additional details.

Speaking Engagement Services

SFG will perform prepared materials, participate in expert panels, and as a subject matter expert to groups on topics as agreed upon by the booking client in advance. SFG gives generalized advice to large audiences, making sure to disclose that individual situations will vary and to consult a financial professional regarding any specific situation. SFG will present on the topics of financial planning, retirement planning, household spending, and entrepreneurship.

Services Limited to Specific Types of Investments

SFG generally limits its investment advice to mutual funds and insurance products (including annuities), although SFG will opine on individual security positions in a client’s account.

SFG also periodically offers educational seminars and workshops by invitation.

C. Client Tailored Services and Client Imposed Restrictions

SFG will provide tailored financial advice for each client. This will include an interview session to get to know the client's specific needs and requirements as well as a plan that will be executed by SFG on behalf of the client. SFG recommends model allocations, which are not personalized by SFG, Betterment, or AssetMark, client-by-client and thus do not allow for clients impose restrictions based on social values or morals. However, SFG will take into account the individualized investments needs, restrictions, and targets of the client when making model allocation recommendations and provides customized investment advice for each individual client.

D. Wrap Fee Programs

AssetMark and Betterment LLC act as portfolio manager for a wrap fee program, which is an investment program where the client pays one stated fee that includes management fees, transaction costs, and certain other administrative fees. The wrap fee program is sponsored by SFG; AssetMark and/or Betterment LLC manage the investments in the wrap fee program. AssetMark and Betterment are not a related person of SFG; however, SFG has an agreement in place with AssetMark, and Betterment LLC to serve as a third-party advisor. This brochure describes SFG's non-wrap fee advisory services; clients utilizing SFG's wrap fee portfolio management should see SFG's separate Wrap Fee Program Brochure. Please see Item 5 and Item 12 of this brochure.

E. Assets Under Management

SFG has the following assets under management.

Discretionary Amounts:	Non-discretionary Amounts:	Date Calculated:
\$124,621,445	\$17,500,000	December 31, 2023

Item 5: Fees and Compensation

The fees below are higher than industry standard and clients can receive similar advisory services at a lower cost.

A. Fee Schedule

Fees for Management via Recommendation of Other Advisers

SFG will direct clients to third-party advisers, specifically, AssetMark Trust Company and Betterment LLC. The aggregate advisory fees will not exceed any limit imposed by any regulatory agency.

The annual fee schedule for management via AssetMark is as follows:

Total Assets	SFG Fee	Third-Party Fee	Total Fee
All Assets	Up to 1.37%	Up to 0.50%	Up to 1.75%

Portfolio management fees are withdrawn directly from the client's accounts with client's written authorization on a quarterly basis.

The balance in the client's account on the last day of the prior billing period is used to determine the market value of the assets upon which the advisory fee is based. These fees are negotiable.

The annual fee schedule for management via Betterment LLC is as follows:

Total Assets	SFG Fee	Third-Party Fee	Total Fee
\$0 - \$500,000	1.37%	0.12%	1.49%
\$500,001 - \$2,500,000	0.87%	0.12%	0.99%
\$2,500,001 - \$4,000,000	0.63%	0.12%	0.75%
\$4,000,001 - \$7,000,000	0.37%	0.12%	0.49%
\$7,000,001 and up	0.18%	0.12%	0.30%

Portfolio management fees are withdrawn directly from the client's accounts with client's written authorization on a monthly basis.

SFG's advisory fees are negotiable, with the final fee arranged documented in the client's advisory agreement. Clients may terminate the agreement without penalty, for a full refund of SFG's fees, within five business days of signing the advisory agreement. Thereafter, clients may terminate the advisory agreement generally upon written notice, pursuant to contract terms.

Fees for Financial Planning

Fixed Fees: The fixed fees for financial planning are discussed below. Pricing is modified based on the complexity of the client's financial life and the time it will take to fill the client's knowledge gaps around money.

Strategic Build: \$2,000 annually (negotiable)

This offering is geared toward primarily for families or individuals with comparatively straightforward financial lives, but who need more guidance on implementing recommendations. After the initial analysis is performed, clients work with one of SFG's advisers to understand their financial picture and build a game plan for the future.

If we also manage your assets for a fee as a result of our work together, then we will refund dollar for dollar the planning fees you paid us against the asset management fees on your account up to the full \$2,000 fee.

Financial Triage: (complimentary)

A highly focused conversation around foundational principles of protection and wealth building.

Wealth Design Process: \$10,000 annually (negotiable)

Most new clients start here: 6 Meetings over approximately 90 days, covering a comprehensive design process around protection, cash flow, investing, and retirement considerations. After the initial design process, we engage with clients as needed for the remainder of the year along with quarterly review meetings. This is our flagship design & strategy process.

The Wealth Design Process involves advice across different areas of a client's financial life, the actual portfolio investment advice is less than 20% of the time spent in advising our clients. We value this portion at \$2,000. If we also manage your assets for a fee as a result of our work together, then we will refund dollar for dollar the planning fees you paid us against the asset management fees on your account up to \$2,000.

Founder's Consulting: \$25,000 annually (negotiable)

Personalized curriculum completed with SFG founder & CEO Paul Adams. The key deliverables and end result are the same as the Wealth Design Process, with the addition of an in-depth course of study into the source material for our philosophies and distinctions. For high income households that want to increase their financial IQ and are looking for mentorship along the way.

This service is delivered while completing the Wealth Design Process. After the initial design process, we engage with clients as needed for the remainder of the year along with quarterly review meetings.

Founder's Consulting involves advice across different areas of a client's financial life, the actual portfolio investment advice is less than 10% of the time spent in advising our clients. We value this portion at \$2,000. If we also manage your assets for a fee as a result of our work together, then we will refund dollar for dollar the planning fees you paid us against the asset management fees on your account up to \$2,000.

Specialized Business & Estate Consulting: typically, \$50,000* (negotiable)

** \$100,000 if client requires in-person advisory services, as well as any additional travel-related expenses.*

When someone has a great deal at stake, in the transition of their business, conversations with key employees or estate planning with heirs in a family meeting format, it requires specialized knowledge and attention. In our work with the clients, we create a mission for our work together, key objectives to be achieved in the coming years and work with their current professional relationships to help them all function as a team. We help client coordinate meetings with other key professionals, create a dashboard for the team to work from and project manage the work that needs to be done by each professional across the year of our engagement.

Also, on occasion, a financial advisor will find value in sitting on the "other side of the table" - having someone else facilitate conversation and planning between the financial advisor and their spouse. In that case, we journey the full Wealth Design Process with another financial advisor and the client's spouse, allowing the two of them to benefit together from the addition of a third-party perspective in the course of their planning. Along the way, we will also coach the financial advisor on ways to increase the value they create as they work with their own clients.

Specialized Business and Estate Consulting involves advice across different areas of a client's financial life, the actual portfolio investment advice is less than 5% of the time spent in advising our clients. We value this portion at \$2,000. If we also manage your assets for a fee as a result of our work together, then we will refund dollar for dollar the planning fees you paid us against the asset management fees on your account up to \$2,000.

Financial planning fees are negotiable, with the final fee arranged documented in the client's financial planning agreement. Clients may terminate the agreement without penalty, for full refund of SFG's fees, within five business days of signing the Financial Planning Agreement. Thereafter, clients may terminate the Financial Planning Agreement generally upon written notice.

Fees for Speaking Engagement Services

The fixed fees for speaking engagement services are between \$2,000- \$20,000 plus travel expenses. These fees are negotiable, and the actual fee will be determined by the size of the audience, length of the speaking engagement, and travel distance.

B. Payment of Fees

Management via Recommendation of Other Advisers - Payment of Fees

The client's fee is calculated based on the negotiated rate memorialized in the client contract and withdraws the client's fee quarterly in advance of every quarter (i.e., at the beginning of January, April, July, and October) directly from the clients' account. SFG does not directly deduct the advisory fees; rather, AssetMark collects SFG's advisory fee and then remits the fee to SFG.

The client's fee is calculated based on the negotiated rate memorialized in the client contract and withdraws the client's fee monthly in arrears directly from the client's account. SFG does not directly deduct the advisory fees; rather, Betterment LLC collects SFG's advisory fee and then remits the fee to SFG.

Financial Planning - Payment of Fees

Financial planning fees are paid 100% in advance, but never more than six months in advance, via check, wire, or credit card.

Speaking Engagement Services - Payment of Fees

Speaking engagement services fees are paid within 5 days of booking the event, all at once. Exceptions may be made to accept payment the day of the event at the venue, but only at SFG's sole discretion.

C. Client Responsibility for Third Party Fees

This brochure describes SFG's non-wrap fee advisory services; clients utilizing SFG's wrap fee portfolio management should see the separate Wrap Fee Program Brochure for additional details regarding third party fees. Client accounts not participating in the wrap fee program are responsible for the payment of all third-party fees (i.e., custodian fees, commissions, brokerage fees, mutual fund fees, transaction fees, etc.). Those fees are separate and distinct from the fees and expenses charged by SFG. Please see Item 12 of this brochure regarding broker/custodian.

D. Prepayment of Fees

Refunds for fees paid in advance will be returned within fourteen days to the client via check, or return deposit back into the client's account.

For all asset-based fees paid in advance, the refund calculation will be equal to the balance of the fees collected in advance minus the daily rate* times the number of days elapsed in the billing period up to and including the day of termination, or in accordance with the third-party adviser's refund policies. (*The daily rate is calculated by dividing the annual asset-based fee rate by 365.)

Fixed fees that are collected in advance will be refunded based on the percentage of the plan at the point of termination.

Please also see Item 5.A above regarding refunds against asset management fees for financial planning clients.

E. Outside Compensation for the Sale of Securities to Clients

Neither SFG nor its supervised persons accept any compensation for the sale of investment products, including asset-based sales charges or service fees from the sale of mutual funds.

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

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

Item 7: Types of Clients

SFG generally provides advisory services to the following types of clients:

- Individuals
- High-Net-Worth Individuals
- Corporations / Business Entities

There is no account minimum.

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

A. Methods of Analysis and Investment Strategies

Methods of Analysis

SFG's methods of analysis include 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 asset.

Investment Strategies

Long-term trading is designed to capture market rates of both return and risk. Due to its nature, the long-term investment strategy can expose clients to various types of risk that will typically surface at various intervals during the time the client owns the investments. These risks include but are not limited to inflation (purchasing power) risk, interest rate risk, economic risk, market risk, and political/regulatory risk.

Recommendation of Other Advisers: SFG's recommendation process cannot ensure that money managers will perform as desired and SFG will have no control over the day-to-day operations of any of its selected money managers. SFG would not necessarily be aware of certain activities at the underlying money manager level, including without limitation a money manager's engaging in unreported risks, investment "style drift" or even regulatory breaches or fraud.

B. Material Risks Involved

Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.

C. Risks of Specific Securities Utilized

Clients should be aware that there is a material risk of loss using any investment strategy. The investment types listed below are not guaranteed or insured by the FDIC or any other government agency.

Mutual Funds: Investing in mutual funds carries the risk of capital loss and thus you may lose money investing in mutual funds. All mutual funds have costs that lower investment returns. The funds can be of bond "fixed income" nature (lower risk) or stock "equity" nature.

Annuities are a retirement product for those who may have the ability to pay a premium now and want to guarantee they receive certain monthly payments or a return on investment later in the

future. Annuities are contracts issued by a life insurance company designed to meet requirements or other long-term goals. An annuity is not a life insurance policy. Variable annuities are designed to be long-term investments, to meet retirement and other long-range goals. Variable annuities are not suitable for meeting short-term goals because substantial taxes and insurance company charges may apply if you withdraw your money early. Variable annuities also involve investment risks, just as mutual funds do.

Past performance is not indicative of future results. Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.

Item 9: Disciplinary Information

A. Criminal or Civil Actions

There are no criminal or civil actions to report.

B. Administrative Proceedings

There are no administrative proceedings to report.

C. Self-regulatory Organization (SRO) Proceedings

There are no self-regulatory organization proceedings to report.

Item 10: Other Financial Industry Activities and Affiliations

A. Registration as a Broker/Dealer or Broker/Dealer Representative

Neither SFG nor its representatives are registered as, or have pending applications to become, a broker/dealer or a representative of a broker/dealer.

B. Registration as a Futures Commission Merchant, Commodity Pool Operator, or a Commodity Trading Advisor

Neither SFG nor its representatives are registered as or have pending applications to become either a Futures Commission Merchant, Commodity Pool Operator, or Commodity Trading Advisor or an associated person of the foregoing entities.

C. Registration Relationships Material to this Advisory Business and Possible Conflicts of Interests

When we provide investment advice to you regarding your retirement plan account or individual retirement account, we are fiduciaries within the meaning of Title I of the Employee Retirement Income Security Act and/or the Internal Revenue Code, as applicable, which are laws governing retirement accounts. The way we make money could create some conflicts with your interests, so we operate under a special rule that requires us to act in your best interest and not put our interests ahead of yours.

Paul Adams and Cory Shepherd are licensed insurance agents and will offer clients advice or products from those activities. SFG itself (Sound Financial, LLC) is licensed as an insurance producer. Clients should be aware that these services pay a commission or other compensation and involve a conflict of interest, as commissionable products conflict with the fiduciary duties of a registered investment adviser. SFG always acts in the best interest of the client; including the sale of commissionable products to advisory clients. Clients always have the right to decide whether or not to utilize the services of any SFG or its representatives for insurance.

Cory Shepherd and Paul Adams are the co-authors of *Your Business Your Wealth*.

Cory Shepherd is the Managing Member of Lantern Tree Media Development Group, LLC. Lantern Tree Media Development Group, LLC is focused on media property development. This company will acquire media properties, whether that be books, original stories, or screenplays, with the intent to create a packaged project that can enter into production. Cory Shepherd's role includes assessing and approving projects. Cory Shepherd shares beneficial ownership of Lantern Tree Media Development Group, LLC with two advisory clients of SFG. SFG will not give Cory Shepherd or the additional owners any preferential treatment over other SFG clients.

D. Selection of Other Advisers or Managers and How This Adviser is Compensated for Those Selections

SFG will direct clients to third-party investment advisers to manage all or a portion of the client's assets. Clients will pay SFG its standard fee in addition to the standard fee for the advisers to which it directs those clients. This relationship will be memorialized in each contract between SFG and each third-party advisor. The fees will not exceed any limit imposed by any regulatory agency. SFG will always act in the best interests of the client, including when determining which third-party investment adviser to recommend to clients. SFG will ensure that all recommended advisers are licensed or notice filed in the states in which SFG is recommending them to clients.

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

A. Code of Ethics

SFG has a written Code of Ethics that covers the following areas: Prohibited Purchases and Sales, Insider Trading, Personal Securities Transactions, Exempted Transactions, Prohibited Activities, Conflicts of Interest, Gifts and Entertainment, Confidentiality, Service on a Board of Directors, Compliance Procedures, Compliance with Laws and Regulations, Procedures and Reporting, Certification of Compliance, Reporting Violations, Compliance Officer Duties, Training and Education, Recordkeeping, Annual Review, and Sanctions. SFG's Code of Ethics is available free upon request to any client or prospective client.

B. Recommendations Involving Material Financial Interests

SFG does not recommend that clients buy or sell any security in which a related person to SFG or SFG has a material financial interest.

C. Investing Personal Money in the Same Securities as Clients

From time to time, representatives of SFG may buy or sell securities for themselves that they or third-party advisers also recommend to clients. This may provide an opportunity for representatives of SFG to buy or sell the same securities before or after recommending the same securities to clients resulting in representatives profiting off the recommendations they provide to clients. Such transactions create a conflict of interest. SFG will always document any transactions that could be construed as conflicts of interest and will never engage in trading that operates to the client's disadvantage when similar securities are being bought or sold.

D. Trading Securities At/Around the Same Time as Clients' Securities

From time to time, representatives of SFG may buy or sell securities for themselves at or around the same time that third-party advisers buy or sell those securities for client accounts. As noted above, such transactions may be a conflict of interest; however, SFG will never engage in personal trading that operates to the client's disadvantage.

Item 12: Brokerage Practices

A. Factors Used to Select Custodians and/or Broker/Dealers

Custodians/broker-dealers will be recommended based on SFG's duty to seek "best execution," which is the obligation to seek execution of securities transactions for a client on the most favorable terms for the client under the circumstances. This means that SFG seeks a custodian/broker-dealer that will hold client assets and execute transactions on terms that are,

overall, most advantageous when compared with other available providers and their services. SFG considers a range of factors, including but not limited to:

- Capability to execute, clear, and settle trades (buy and sell securities for your account) itself or to facilitate such services.
- Proficiency in facilitating timely transfers and payments to and from accounts.
- Availability of investment research and tools that assist us in making investment decisions.
- Competitiveness of the price of those services and willingness to negotiate the prices. [Clients will not necessarily pay the lowest commission or commission equivalent.]
- Quality of services.
- Reputation, financial strength, and stability.
- Prior service to us and our other clients.

MTG, LLC dba Betterment Securities ("Betterment Securities"), a registered broker-dealer, member SIPC, will be the qualified custodian for client accounts using Betterment LLC and/or Betterment Institutional. SFG is independently owned and operated; it is not affiliated with Betterment Securities. After signing a Financial Planning Agreement with SFG, if it is determined that a client would benefit from owning a brokerage account, clients will open the account with Betterment Securities by entering into an account agreement directly with them. If for some reason, a client's needs would be better met at AssetMark Trust or Fidelity, one of those custodians may be recommended. While we do not open the account at the custodian for you, we may assist you in doing so.

SFG will recommend clients to use:

- **Fidelity Brokerage Services LLC** (CRD Number 7784)
- **AssetMark Trust Company** ("AssetMark Trust") is a wholly owned subsidiary of AssetMark Financial Holdings, Inc. AssetMark Financial Holdings, Inc. is an indirect subsidiary of Huatai Securities, Co., Ltd. ("HTSC"). HTSC is a financial services and securities brokerage firm, incorporated in China and listed on the Shanghai and Hong Kong exchanges, with global depository receipts ("GDRs") listed on the London stock exchanges. Entities incorporated in China may be subject to China's laws and regulations that differ from those in the United States. AssetMark Financial Holdings, Inc., is publicly listed on the New York Stock Exchange (ticker: AMK).
- **Betterment LLC**, MTG, LLC dba Betterment Securities ("Betterment Securities"), CRD#: 47788

1. Research and Other Soft-Dollar Benefits

While SFG has no formal soft dollars program in which soft dollars are used to pay for third party services, SFG may receive research, products, or other services from custodians in connection with client securities transactions ("soft dollar benefits"). SFG may enter into soft-dollar arrangements consistent with (and not outside of) the safe harbor contained in Section 28(e) of the Securities Exchange Act of 1934, as amended. There can be no assurance that any particular client will benefit from soft dollar research, whether or not the client's transactions paid for it, and

SFG does not seek to allocate benefits to client accounts proportionate to any soft dollar credits generated by the accounts. SFG benefits by not having to produce or pay for the research, products or services, and SFG will have an incentive to recommend a custodian based on receiving research or services. This constitutes a conflict of interest; however, this conflict is mitigated because soft dollar benefits can help SFG in its portfolio management and SFG will always act in the best interest of its clients, including in connection with selecting custodians. Clients should be aware that SFG's acceptance of soft dollar benefits may result in higher commissions charged to the client.

BROKERAGE AND CUSTODY COSTS - For client accounts that Betterment Securities maintains, Betterment Securities generally does not charge separately for custody services. It is instead compensated as part of the Betterment Institutional platform fee, which is a percentage of the dollar amount of assets in the account in lieu of commissions. SFG has determined that having Betterment Securities execute trades is consistent with its duty to seek "best execution" of trades (see above).

SERVICES AVAILABLE VIA BETTERMENT INSTITUTIONAL - Betterment Securities serves as broker-dealer to Betterment Institutional, an investment and advice platform serving independent investment advisory firms. Betterment Institutional also offers available various support services, which may not be available to its retail customers. Some of those services help SFG manage or administer client accounts, while others help us manage and grow our business. Betterment Institutional's support services are generally available on an unsolicited basis (SFG does not have to request these services) and at no additional charge to SFG. The following is a more detailed description of Betterment Institutional's support services:

SERVICES THAT BENEFIT THE CLIENT.

Betterment Institutional includes access to a range of investment products, execution of securities transactions, and custody of client assets through Betterment Securities. Betterment Securities' services described in this paragraph generally benefit clients and their accounts.

SERVICES THAT MAY NOT DIRECTLY BENEFIT CLIENTS.

Betterment Institutional also makes available to SFG other products and services that benefit SFG but may not directly benefit the client or client accounts. These products and services assist SFG in managing and administering client accounts, such as software and technology that may:

- Assist with back-office functions, recordkeeping, and client reporting of our accounts.
- Provide access to client account data (such as duplicate trade confirmations and account statements).
- Provide pricing and other market data.
- Assist with back-office functions, recordkeeping, and client reporting.

OUR INTEREST IN BETTERMENT SECURITIES' SERVICES

The availability of these services from Betterment Institutional benefits SFG because we do not have to produce or purchase them. In addition, SFG does not have to pay an additional fee for Betterment Securities' services, although these services may be contingent upon SFG committing a certain amount of assets to Betterment Securities for custody. SFG has an incentive to have clients maintain their accounts with Betterment Securities based on SFG's interest in receiving Betterment Institutional's and Betterment Securities' services that benefit our business rather than based on clients' interest in receiving the best value in custody services and the most favorable execution of your transactions. This is a conflict of interest. However, the availability to us of Betterment Institutional's and Betterment Securities' products and services is not based on SFG giving particular investment advice, such as buying particular securities for its clients. Moreover, SFG believes that the use of Betterment Securities as custodian and broker-dealer is in the clients' best interests and consistent with SFG's fiduciary duty. SFG's selection of Betterment Securities is primarily supported by the scope, quality, and price of services (described above) rather than Betterment Institutional's and Betterment Securities' services that benefit SFG directly.

2. Brokerage for Client Referrals

SFG receives no referrals from a broker-dealer or third party in exchange for using that broker-dealer or third party.

3. Clients Directing Which Broker/Dealer/Custodian to Use

SFG does not trade client's accounts.

B. Aggregating (Block) Trading for Multiple Client Accounts

SFG does not trade clients' accounts and therefore does not have the ability to block trade purchases across accounts.

Item 13: Reviews of Accounts

A. Frequency and Nature of Periodic Reviews and Who Makes Those Reviews

All financial planning accounts are reviewed upon financial plan creation and plan delivery by either Paul Adams, CEO, or Cory Shepherd, President. The follow-up review depends on the level of service as detailed in Item 4.

B. Factors That Will Trigger a Non-Periodic Review of Client Accounts

Reviews may be triggered by material market, economic or political events, or by changes in client's financial situations (such as retirement, termination of employment, physical move, or inheritance).

C. Content and Frequency of Regular Reports Provided to Clients

For accounts directed by SFG to a third-party adviser or administrator, the client will receive from the custodian a quarterly report detailing the client's account, including assets held, asset value, and fees.

Each financial planning client will receive the financial plan upon completion.

Item 14: Client Referrals and Other Compensation

A. Economic Benefits Provided by Third Parties for Advice Rendered to Clients (Includes Sales Awards or Other Prizes)

SFG receives compensation from third-party advisers to which it directs clients. Please see Item 5 above.

B. Compensation to Non – Advisory Personnel for Client Referrals

SFG does not directly or indirectly compensate any person who is not advisory personnel for client referrals.

Item 15: Custody

SFG does not take custody of client accounts at any time. Custody of client's accounts is held primarily at the client's custodian. Clients will receive account statements from the custodian and should carefully review those statements for accuracy.

Item 16: Investment Discretion

SFG will have discretionary authority to retain and discharge third-party investment advisers without the need to obtain client permission before each decision regarding use of a given third-party adviser. Clients will execute a limited power of attorney to evidence SFG's discretionary authority over third-party investment advisers.

The third-party investment advisers will also typically have discretion to manages the client's account and makes investment decisions without consultation with the client as to what securities to buy or sell, when the securities are to be bought or sold for the account, the total amount of the securities to be bought/sold, or the price per share. In some instances, this discretionary authority in making these determinations may be limited by conditions imposed by a client (in investment guidelines or client instructions otherwise provided).

Item 17: Voting Client Securities (Proxy Voting)

SFG will not ask for, nor accept voting authority for client securities. Clients will receive proxies directly from the issuer of the security or the custodian. Clients should direct all proxy questions to the issuer of the security.

Item 18: Financial Information

A. Balance Sheet

SFG neither requires nor solicits prepayment of more than \$1200 in fees per client, six months or more in advance, and therefore is not required to include a balance sheet with this brochure.

B. Financial Conditions Reasonably Likely to Impair Ability to Meet Contractual Commitments to Clients

Neither SFG nor its management has any financial condition that is likely to reasonably impair SFG's ability to meet contractual commitments to clients.

C. Bankruptcy Petitions in Previous Ten Years

SFG has not been the subject of a bankruptcy petition.

This brochure supplement provides information about Cory Shepherd that supplements the Sound Financial, LLC. brochure. You should have received a copy of that brochure. Please contact Cory Shepherd if you did not receive Sound Financial, LLC.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Cory Shepherd is also available on the SEC's website at www.adviserinfo.sec.gov.

Sound Financial, LLC

Form ADV Part 2B – Individual Disclosure Brochure

for

Cory Shepherd

Personal CRD Number: 5628922
Investment Adviser Representative

Sound Financial, LLC.
6131 92nd Ave NE
Lake Stevens, WA 98258
(425) 332-6568 ext.706
www.sfgway.com
Cory_Shepherd@sfgwa.com

Item 2: Educational Background and Business Experience

Name: Cory Shepherd

Born: 1985

Educational Background and Professional Designations:

Education:

BA Business, Seattle Pacific University – 2008

Designations:

CFP® - Certified Financial Planner

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a bachelor’s degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

ChFC®- Chartered Financial Consultant®

ChFC® MINIMUM QUALIFICATIONS:

- Bachelor's degree or its equivalent, in any discipline, from an accredited university, this qualifies as one year of business experience.
- Three years of full-time business experience is required; this three-year period must be within the five years preceding the date of the award (part-time qualifying business experience is also credited toward the three-year requirement with 2,000 hours representing the equivalent of one year full-time experience).
- Must fulfill the ChFC® seven course curriculum, as well as two additional elective courses.
- Pass the exams for all required and elective courses.
- Pass a background check and candidate fitness standards test. You must reveal any criminal history, pending litigation or ethical violations. The CFP board verifies all employment history, qualifications, and disciplinary issues via FINRA's Central Registration Depository.

Business Background:

10/2021 - Present	Managing Member Lantern Tree Media Development Group, LLC
04/2018 - Present	President & CCO Sound Financial, LLC.
06/2017 - Present	Insurance Agent Sound Financial, LLC.
10/2012- 04/2018	Registered Representative Park Avenue Securities LLC
04/2013 - 04/2018	Investment Adviser Representative

Park Avenue Securities LLC

05/2009 - 08/2012

Financial Planner
MetLife Financial Planning Division

06/2007 - 12/2008

Paraplanner
Bowman Price

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

Item 4: Other Business Activities

Cory Shepherd is a licensed insurance agent and will offer clients advice or products from those activities. Cory Shepherd is an author and maintains www.discoveryourpowers.com, a website listing books available for sale on Amazon and other sites.

Clients should be aware that these services pay a commission or other compensation and involve a conflict of interest, as commissionable products conflict with the fiduciary duties of a registered investment adviser. Sound Financial, LLC. always acts in the best interest of the client, including the sale of commissionable products to advisory clients. Clients always have the right to decide whether or not to utilize the services of Sound Financial, LLC. representative in such an individual's outside capacities. Cory Shepherd spends up to 10 hours per week on these outside business activities.

Item 5: Additional Compensation

Cory Shepherd does not receive any economic benefit from any person, company, or organization, other than Sound Financial, LLC in exchange for providing clients advisory services through Sound Financial, LLC.

Item 6: Supervision

As the Chief Compliance Officer of Sound Financial, LLC., Cory Shepherd supervises all compliance matters of the firm. Cory Shepherd adheres to applicable regulatory requirements, together with all policies and procedures outlined in the firm's code of ethics and compliance manual. Mr. Shepherd's contact information is on the cover page of this disclosure document.

Cory Shepherd works closely with the Chief Executive Officer, Paul Adams, Mr. Adams' phone number is (425) 786-4238.

This brochure supplement provides information about Paul Adams that supplements the Sound Financial, LLC. brochure. You should have received a copy of that brochure. Please contact Paul Adams if you did not receive Sound Financial, LLC.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Paul Adams is also available on the SEC's website at www.adviserinfo.sec.gov.

Sound Financial, LLC

Form ADV Part 2B – Individual Disclosure Brochure

for

Paul Adams

Personal CRD Number: 3077936

Investment Adviser Representative

Sound Financial, LLC.
6131 92nd Ave NE
Lake Stevens, WA 98258
(425) 786-4238
www.sfgway.com
Paul_Adams@sfgwa.com

Item 2: Educational Background and Business Experience

Name: Paul Adams **Born:** 1978

Educational Background and Professional Designations:

Education:

Paul Adams has not received any higher education degrees after high school.

Business Background:

04/2018 - Present	CEO Sound Financial, LLC.
06/2017 - Present	Insurance Agent Sound Financial, LLC.
10/1999 - 04/2018	Registered Representative Park Avenue Securities, LLC.
05/2004 - 04/2018	Investment Adviser Representative Park Avenue Securities LLC

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

Item 4: Other Business Activities

Paul Adams is a licensed insurance agent and will offer clients advice or products from those activities. Paul Adams operates a lifestyle business with his wife that provides coaching and money mindsets called MomentsOfWealth.com; he receives some coaching revenue, and he is working toward sponsorship.

Clients should be aware that these services pay a commission or other compensation and involve a conflict of interest, as commissionable products conflict with the fiduciary duties of a registered investment adviser. Sound Financial, LLC. always acts in the best interest of the client, including the sale of commissionable products to advisory clients. Clients always have the right to decide whether or not to utilize the services of Sound Financial, LLC. Paul Adams spends up to 10 hours per week on these outside business activities.

Paul Adams teaches financial stewardship at his church. He teaches a four week class on budgeting, giving and putting God first in your finances. He discloses to the audience that he is not offering investment advice or soliciting anyone to enter into a financial advising relationship with Sound Financial, LLC.

Paul Adams is the co-author of Your Business Your Wealth.

Item 5: Additional Compensation

Paul Adams does not receive any economic benefit from any person, company, or organization, other than Sound Financial, LLC in exchange for providing clients advisory services through Sound Financial, LLC.

Item 6: Supervision

Paul Adams works closely with the Chief Compliance Officer, Cory Shepherd. Mr. Shepherd's phone number is (425) 332-6568 ext.706. Paul Adams adheres to applicable regulations regarding the activities of an Investment Adviser Representative, together with all policies and procedures outlined in the firm's code of ethics and compliance manual.

This brochure supplement provides information about Maranda Fitzhugh that supplements the Sound Financial, LLC. brochure. You should have received a copy of that brochure. Please contact Maranda Fitzhugh if you did not receive Sound Financial, LLC.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Maranda Fitzhugh is also available on the SEC's website at www.adviserinfo.sec.gov.

Sound Financial, LLC

Form ADV Part 2B – Individual Disclosure Brochure

for

Maranda Fitzhugh

Personal CRD Number: 6628139

Investment Adviser Representative

Sound Financial, LLC.
6131 92nd Ave NE
Lake Stevens, WA 98258
(425) 332-6568 ext. 700
www.sfgway.com
Maranda_Fitzhugh@sfgway.com

Item 2: Educational Background and Business Experience

Name: Maranda Fitzhugh **Born:** 1989

Educational Background and Professional Designations:

Education:

Associates of Arts Marketing Management, Bellevue College – 2015

Business Background:

01/2020 - Present	Investment Adviser Representative Sound Financial, LLC.
03/2016 - Present	Client Relations Sound Financial LLC.
10/2015 - 12/2015	Jr. Project Coordinator Synsor Corporation
06/2015 - 10/2015	Marketing Coordinator Intellian Technologies
01/2013 - 06/2015	N/A College, Full time student
10/2012 - 12/2012	HR Assistant ADP - Cobalt (Now CDK Global)
03/2012 - 10/2012	N/A Homemaker, stay at home mom
10/2011 - 03/2012	Executive Assistant Radiant Global Logistics
01/2010 - 10/2011	N/A Homemaker, new stay at home mom
10/2008 - 01/2010	Receptionist Microsoft Corporation

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

Item 4: Other Business Activities

Maranda Fitzhugh is not engaged in any investment-related business or occupation (other than this advisory firm).

Item 5: Additional Compensation

Maranda Fitzhugh does not receive any economic benefit from any person, company, or organization, other than Sound Financial, LLC in exchange for providing clients advisory services through Sound Financial, LLC.

Item 6: Supervision

As a representative of Sound Financial, LLC., Maranda Fitzhugh is supervised by Cory Shepherd, the firm's Chief Compliance Officer. Cory Shepherd is responsible for ensuring that Maranda Fitzhugh adheres to all required regulations regarding the activities of an Investment Adviser Representative, as well as all policies and procedures outlined in the firm's Code of Ethics and compliance manual. The phone number for Cory Shepherd is (425) 332-6568 ext.706.

This brochure supplement provides information about Elijah Fowler that supplements the Sound Financial, LLC. brochure. You should have received a copy of that brochure. Please contact Elijah Fowler if you did not receive Sound Financial, LLC.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Elijah Fowler is also available on the SEC's website at www.adviserinfo.sec.gov.

Sound Financial, LLC

Form ADV Part 2B – Individual Disclosure Brochure

For

Elijah Fowler

Personal CRD Number: 6945769

Investment Adviser Representative

Sound Financial, LLC.
6131 92nd Ave NE
Lake Stevens, WA 98258
(425) 332-6568 ext. 705
www.sfgway.com
Elijah_Fowler@sfgway.com

Item 2: Educational Background and Business Experience

Name: Elijah Fowler **Born:** 1996

Educational Background and Professional Designations:

Education:

Bachelor of Business Administration, University of Nebraska at Omaha – 2019

Business Background:

11/2023 – Present	Investment Adviser Representative Sound Financial, LLC.
10/2021 – 11/2023	Investment Administrative Assistant Verity Credit Union
05/2021 – 10/2021	Investment Administrative Assistant Member Consultant
07/2020 – 04/2021	Coordinator Christian Heritage Children's Home
08/2019 – 07/2020	Impact Resident Brookside Church
05/2018 – 08/2019	Rep Relations Specialist Securities America Inc.

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

Item 4: Other Business Activities

Elijah Fowler is not engaged in any investment-related business or occupation (other than this advisory firm).

Item 5: Additional Compensation

Elijah Fowler does not receive any economic benefit from any person, company, or organization, other than Sound Financial, LLC in exchange for providing clients advisory services through Sound Financial, LLC.

Item 6: Supervision

As a representative of Sound Financial, LLC, Elijah Fowler is supervised by Paul Adams, the firm's Chief Executive Officer. Paul Adams is responsible for ensuring that Elijah Fowler adheres to all required regulations regarding the activities of an Investment Adviser Representative, as well as all policies and procedures outlined in the firm's Code of Ethics and compliance manual. The phone number for Paul Adams is (425) 786-4238.