

**Item 1: Cover Page for Part 2A of  
Form ADV: Firm Brochure  
May 2015**

**BetterWealth LLC  
1999 S. Bascom Avenue, Suite 530  
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**Firm Contact:  
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**This brochure provides information about the qualifications and business practices of BetterWealth LLC. If you have any questions about the contents of this brochure, please contact by telephone at 408-558-1660 or email at [scott@betterwealth.us](mailto:scott@betterwealth.us). 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 BetterWealth LLC also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## **Item 2: Material Changes to Our Part 2A of Form ADV: Firm Brochure**

BetterWealth LLC is required to advise you of any material changes to our Firm Brochure ("Brochure") from our last annual update, identify those changes on the cover page of our Brochure or on the page immediately following the cover page, or in a separate communication accompanying our Brochure. We must state clearly that we are discussing only material changes since the last annual update of our Brochure, and we must provide the date of the last annual update of our Brochure.

We do not have to provide this information to a client or prospective client who has not received a previous version of our brochure.

We have had no material changes to our firm since this brochure is our inaugural filing.

### **Item 3: Table of Contents**

<b><u>Section:</u></b>	<b><u>Page(s):</u></b>
<b>Item 1: Cover Page for Part 2A of Firm Brochure .....</b>	<b>1</b>
<b>Item 2: Material Changes .....</b>	<b>2</b>
<b>Item 3: Table of Contents.....</b>	<b>3</b>
<b>Item 4: Advisory Business.....</b>	<b>4</b>
<b>Item 5: Fees &amp; Compensation.....</b>	<b>6</b>
<b>Item 6: Performance-Based Fees &amp; Side-By-Side Management.....</b>	<b>7</b>
<b>Item 7: Types of Clients &amp; Account Requirements .....</b>	<b>7</b>
<b>Item 8: Methods of Analysis, Investment Strategies &amp; Risk of Loss .....</b>	<b>7</b>
<b>Item 9: Disciplinary Information.....</b>	<b>8</b>
<b>Item 10: Other Financial Industry Activities &amp; Affiliations.....</b>	<b>8</b>
<b>Item 11: Code of Ethics, Participation or Interest in Client Transactions &amp; Personal Trading .....</b>	<b>9</b>
<b>Item 12: Brokerage Practices .....</b>	<b>10</b>
<b>Item 13: Review of Accounts or Financial Plans.....</b>	<b>12</b>
<b>Item 14: Client Referrals &amp; Other Compensation .....</b>	<b>13</b>
<b>Item 15: Custody.....</b>	<b>13</b>
<b>Item 16: Investment Discretion .....</b>	<b>13</b>
<b>Item 17: Voting Client Securities .....</b>	<b>14</b>
<b>Item 18: Financial Information .....</b>	<b>14</b>

#### **Item 4: Advisory Business**

We specialize in the following types of services: asset management, financial planning and consulting.

Our assets under management are \$0 as of May 15, 2015.

A. We are dedicated to providing individuals and other types of clients with a wide array of investment advisory services. Our firm is a limited liability company formed in the State of California. Our firm has been in business as an investment adviser since 2015 and is owned by W. Scott Stauffer.

B. (i) Asset Management:

We emphasize continuous and regular account supervision. As part of our asset management service, we generally create a portfolio, consisting of individual stocks or bonds, exchange traded funds ("ETFs"), mutual funds and other public and private securities or investments. The client's individual investment strategy is tailored to their specific needs and may include some or all of the previously mentioned securities. Each portfolio will be initially designed to meet a particular investment goal, which we determine to be suitable to the client's circumstances. Once the appropriate portfolio has been determined, we review the portfolio at least quarterly and if necessary, rebalance the portfolio based upon the client's individual needs, stated goals and objectives. Each client has the opportunity to place reasonable restrictions on the types of investments to be held in the portfolio.

(ii) Financial Planning and Consulting:

We provide a variety of financial planning and consulting services to individuals, families and other clients regarding the management of their financial resources based upon an analysis of the client's current situation, goals, and objectives. Generally, such financial planning services will involve preparing a financial plan or rendering a financial consultation for clients based on the client's financial goals and objectives. This planning or consulting may include third party industry professionals to encompass one or more of the following areas: Investment Planning, Retirement Planning, Estate Planning, Charitable Planning, Education Planning, Corporate and Personal Tax Planning, Real Estate Analysis, Mortgage/Debt Analysis, Insurance Analysis, Lines of Credit Evaluation, Business and Personal Financial Planning.

Our written financial plans or financial consultations rendered to clients usually include general recommendations for a course of activity or specific actions to be taken by the clients. For example, recommendations may be made that the clients begin or revise investment programs, create or revise wills or trusts, obtain or

revise insurance coverage, commence or alter retirement savings, or establish education or charitable giving programs. It should also be noted that we refer clients to an accountant, attorney or other specialist, as necessary for non-advisory related services. For written financial planning engagements, we provide our clients with a written summary of their financial situation, observations, and recommendations. For financial consulting engagements, we usually do not provide our clients with a written summary of our observations and recommendations as the process is less formal than our planning service. Plans or consultations are typically completed within six (6) months of the client signing a contract with us, assuming that all the information and documents we request from the client are provided to us promptly. Implementation of the recommendations will be at the discretion of the client. The client is under no obligation to act upon the investment adviser's recommendation. If the client elects to act on our recommendations, the client is under no obligation to effect the transaction through us.

Depending on the complexity of the financial situation, we offer a "comprehensive plan", which will include, but not be limited to, the following areas: Cash flow/net worth, insurance analysis, education planning, portfolio analysis, retirement planning, tax planning strategies, and estate planning.

Our firm also provides plan maintenance and "modular planning". These areas include advice and analysis on a focused goal or client objective, and will be engaged when the client and/or our firm determines a comprehensive plan to be inapplicable. These services may included, but are not limited to, cash flow, retirement, insurance, inheritance, career changes, and any other areas that impacts a client's financial situation.

C. (i) Individual Tailoring of Advice to Clients:

We offer individualized investment advice to clients utilizing the following services offered by our firm: Asset Management. Additionally, we offer general investment advice to clients utilizing the following services offered by our firm: Financial Planning and Consulting.

(ii) Ability of Clients to Impose Restrictions on Investing in Certain Securities or Types of Securities:

We usually do allow clients to impose reasonable restrictions on investing in certain securities or types of securities. The aforementioned restrictions would be limited to the following services: Asset Management. We do not manage assets through our other services.

D. We do not offer wrap fee programs.

E. We currently manage \$0 on a discretionary basis.

## **Item 5: Fees & Compensation**

We are required to describe our brokerage, custody, fees and fund expenses so you will know how much you are charged and by whom for our advisory services provided to you. Our fees are generally not negotiable.

A.

(i) Asset Management:

<b>Assets Under Management</b>	<b>Annual Advisory Fee</b>
\$0 - \$999,999	1.25 %
\$1,000,000 - \$1,999,999	1.00%
\$2,000,000 - \$2,999,999	0.85 %
Over \$3,000,000	Negotiable

These fees are billed on a pro-rata annualized basis quarterly in advance based on the value of your account on the last day of the previous quarter.

(ii) Financial Planning and Consulting:

We charge on an hourly or flat fee basis for financial planning and consulting services. The total estimated fee, as well as the ultimate fee that we charge you, is based on the scope and complexity of our engagement with you. Our hourly fees are \$400 for Financial Advisors, and \$175 per hour for Assistants. Flat fees generally range from \$2,500 to \$15,000. The annual retainer may range from \$500 to \$10,000.

B.

(i) Asset Management:

Our firm's fees are billed on a pro-rata annualized basis quarterly in advance based on the value of your account on the last day of the previous quarter. Fees will generally be automatically deducted from your managed account\*. As part of this process, you understand and acknowledge the following:

- a) Your independent custodian sends statements at least quarterly showing all disbursements for your account, including the amount of the advisory fees paid to us;
- b) You provide authorization permitting us to be directly paid by these terms; and
- c) Our invoice includes a legend that urges the client to compare information provided in their statements with those from the qualified custodian in account opening notices and subsequent statements sent to the client for whom the adviser opens custodial accounts with the qualified custodian.

\*In rare cases, we will agree to directly bill clients.

(ii) Financial Planning and Consulting:

Our firm will not charge a fee for the initial consultation. Once an agreement has been signed however, we require the full payment of the financial planning and consulting. In all cases, we will not require a retainer exceeding \$1,200 when services cannot be rendered within 6 (six) months.

- C. Our clients will incur transaction charges for trades executed in their accounts. These transaction fees are separate from our fees and will be disclosed by the firm that the trades are executed through. Also, clients will pay the following separately incurred expenses, which we do not receive any part of: charges imposed directly by a mutual fund, index fund, or exchange traded fund which shall be disclosed in the fund's prospectus (i.e., fund management fees and other fund expenses).
- D. We charge our advisory fees quarterly in advance. In the event that you wish to terminate our services, we will refund the unearned portion of our advisory fee to you. You need to contact us in writing and state that you wish to terminate our services. Upon receipt of your letter of termination, we will proceed to close out your account and process a pro-rata refund of unearned advisory fees.
- E. We do not sell securities for a commission and as such are not registered representatives of any broker-dealer.

#### **Item 6: Performance-Based Fees & Side-By-Side Management**

We do not charge performance fees to our clients.

#### **Item 7: Types of Clients & Account Requirements**

We have the following types of clients:

- Individuals
- High Net Worth Individuals
- Pension and Profit Sharing Plans

We do not require a minimum account balance for our asset management service.

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

A. Methods of Analysis:

- Charting
- Fundamental
- Technical
- Cyclical

Investment Strategies we use:

- Long term purchases (securities held at least a year)
- Short term purchases (securities sold within a year)
- Margin transactions

**Please Note:**

Investing in securities involves risk of loss that clients should be prepared to bear. While the stock market may increase and your account(s) could enjoy a gain, it is also possible that the stock market may decrease and your account(s) could suffer a loss. It is important that you understand the risks associated with investing in the stock market, are appropriately diversified in your investments, and ask us any questions you may have.

- B. We generally invest client's cash balances in money market funds, FDIC Insured Certificates of Deposit, high-grade commercial paper and/or government backed debt instruments. Ultimately, we try to achieve the highest return on our client's cash balances through relatively low-risk conservative investments. In most cases, at least a partial cash balance will be maintained in a money market account so that our firm may debit advisory fees for our services related to asset management service.

**Item 9: Disciplinary Information**

We have determined that our firm and management have nothing to disclose under the aforementioned standard.

**Item 10: Other Financial Industry Activities & Affiliations**

- A. We do not sell securities for a commission and as such are not registered representatives of any broker-dealer.
- B. We have no arrangements that are material to our advisory business or you with any other entity.



- C. Our management persons, in their individual capacities, are also licensed insurance agents, and in such capacity, may recommend, on a fully disclosed commission basis, the purchase of certain insurance products. A conflict of interest may arise as these commissionable sales may create an incentive to recommend products based on the compensation our management persons may earn and may not necessarily be in the best interests of the client. In order to minimize this conflict of interest, our management persons will place client interests ahead of their own and adhere to our firm's Code of Ethics as well as clearly explaining this conflict when recommending any such products to clients. Clients are not obligated to purchase these products.
- D. We do not recommend or select other investment advisers for our clients where we receive compensation directly or indirectly from those advisers, nor do we have other business relationships with those advisers.

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

- A. We recognize that the personal investment transactions of members and employees of our firm demand the application of a high Code of Ethics and require that all such transactions be carried out in a way that does not endanger the interest of any client. At the same time, we believe that if investment goals are similar for clients and for members and employees of our firm, it is logical and even desirable that there be common ownership of some securities.

Therefore, in order to prevent conflicts of interest, we have in place a set of procedures (including a pre-clearing procedure) with respect to transactions effected by our members, officers and employees for their personal accounts. In order to monitor compliance with our personal trading policy, we have a quarterly securities transaction reporting system for all of our associates.

Furthermore, our firm has established a Code of Ethics which applies to all of our associated persons. An investment adviser is considered a fiduciary. As a fiduciary, it is an investment adviser's responsibility to provide fair and full disclosure of all material facts and to act solely in the best interest of each of our clients at all times. We have a fiduciary duty to all clients. Our fiduciary duty is considered the core underlying principle for our Code of Ethics which also includes Insider Trading and Personal Securities Transactions Policies and Procedures. We require all of our supervised persons to conduct business with the highest level of ethical standards and to comply with all federal and state securities laws at all times. Upon employment or affiliation and at least annually thereafter, all supervised persons will sign an acknowledgement that they have read, understand, and agree to comply with our Code of Ethics. Our firm and supervised persons must conduct business in an honest, ethical, and fair manner and avoid all circumstances that might negatively affect or appear to affect our duty of complete loyalty to all clients.

This disclosure is provided to give all clients a summary of our Code of Ethics. However, if a client or a potential client wishes to review our Code of Ethics in its entirety, a copy will be provided promptly upon request.

- B. We do not recommends to clients, or buys or sells for client accounts, securities in which our firm or a related person has a material financial interest.
- C. Related persons of our firm may buy or sell securities for themselves at or about the same time they buy or sell the same securities for client accounts. In order to minimize this conflict of interest, our related persons will place client interests ahead of their own interests and adhere to our firm's Code of Ethics, a copy of which is available upon request. Further, our related persons will refrain from buying or selling the same securities within 48 hours of buying or selling for our clients. If related persons' accounts are included in a block trade, our related persons will always trade personal accounts last. See Item 11A.
- D. Related persons of our firm may buy or sell securities for themselves at or about the same time they buy or sell the same securities for client accounts. See Item 11A.

In order to minimize this conflict of interest, our related persons will place client interests ahead of their own interests and adhere to our firm's Code of Ethics, a copy of which is available upon request. Further, our related persons will refrain from buying or selling the same securities within 48 hours of buying or selling for our clients. If related persons' accounts are included in a block trade, our related persons will always trade personal accounts last.

## **Item 12: Brokerage Practices**

### **A. 1) Research and Other Soft Dollar Benefits.**

Our firm does participate in any soft-dollar arrangements.

### **2) Use of Custodians**

BetterWealth does not maintain custody of client assets on which we advise (see Custody section), and as such investment advisory client assets must be maintained in an account at a "qualified custodian", generally a broker-dealer or bank. For investment advisory clients, BetterWealth will generally require that clients establish brokerage accounts with TD Ameritrade, to maintain custody of clients' assets and to effect trades for their accounts. BetterWealth is independently owned and operated and not affiliated with this organization.

This organizations' services include brokerage, custody, research, and access to mutual funds and other investments that are otherwise generally available only to institutional investors or require a significantly higher minimum initial investment.

BetterWealth's staff will assist clients in establishing and maintaining accounts with the aforementioned custodians through the preparation of account applications and other account-related documentation and by acting as a liaison between the client and the custodian as needed (generally for client signatures or for other information required by the custodian). While BetterWealth may recommend the use of a particular brokerage or custodian, BetterWealth does not have the discretionary authority to establish client accounts without account applications signed by the client.

For BetterWealth's client accounts maintained in the custody of the aforementioned institution, this organization generally does not charge separately for custody but are compensated by account holders through commissions or other transaction-related fees for securities trades that are executed through them or that settle into their accounts. In some cases, the fees applicable to our investment advisory client accounts were negotiated with the custodian based on our commitment to maintain a certain minimum amount of our clients' assets statement equity with the custodian. This commitment benefits you because the overall fees you pay are lower than they would be if we had not made the commitment.

BetterWealth seeks to use a custodian who will hold your 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, these:

- 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 your account)
- 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 BetterWealth 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, and
- Their prior service to BetterWealth and our other clients.

### 3) Directed Brokerage.

- a. We do not routinely recommend, request or require that a client directs us to execute transactions through a specified broker-dealer. Because of our relationship with TD Ameritrade we may recommend TD Ameritrade to clients for custody and brokerage services. We are not affiliated with TD Ameritrade.

### **Special Considerations for ERISA Clients**

A retirement or ERISA plan client may direct all or part of portfolio transactions for its account through a specific broker or dealer in order to obtain goods or services on behalf of the plan. Such direction is permitted provided that the goods and services provided are reasonable expenses of the plan incurred in the ordinary course of its business for which it otherwise would be obligated and empowered to pay. ERISA prohibits directed brokerage arrangements when the goods or services purchased are not for the exclusive benefit of the plan. Consequently, we will request that plan sponsors who direct plan brokerage provide us with a letter documenting that this arrangement will be for the exclusive benefit of the plan.

- b. We do not allow client-directed brokerage.
- B. We perform investment management services for various clients. There are occasions on which portfolio transactions may be executed as part of concurrent authorizations to purchase or sell the same security for numerous accounts served by our firm, which involve accounts with similar investment objectives. Although such concurrent authorizations potentially could be either advantageous or disadvantageous to any one or more particular accounts, they are affected only when we believe that to do so will be in the best interest of the effected accounts. When such concurrent authorizations occur, the objective is to allocate the executions in a manner which is deemed equitable to the accounts involved. In any given situation, we attempt to allocate trade executions in the most equitable manner possible, taking into consideration client objectives, current asset allocation and availability of funds using price averaging, proration and consistently non-arbitrary methods of allocation.

### **Item 13: Review of Accounts or Financial Plans**

- A. We review accounts on at least a quarterly basis for our clients subscribing to our Asset Management service. The nature of these reviews is to learn whether clients' accounts are in line with their investment objectives, appropriately positioned based on market conditions, and investment policies, if applicable. Only our Financial Advisors or Portfolio Managers will conduct reviews.
- Financial planning clients do not receive reviews of their written plans unless they take action to schedule a financial consultation with us. We do not provide ongoing services

to financial planning clients, but are willing to meet with such clients upon their request to discuss updates to their plans, changes in their circumstances, etc.

- B. We may review client accounts more frequently than described above. Among the factors which may trigger an off-cycle review are major market or economic events, the client's life events, requests by the client, etc.
- C. We do not provide written reports to clients, unless asked to do so. Verbal reports to clients take place on at least an annual basis when we meet with clients who subscribe to our Asset Management service.

As also mentioned in Item 13A of this Brochure, financial planning clients do not receive written or verbal updated reports regarding their financial plans unless they separately contract with us for a post-financial plan meeting or update to their initial written financial plan.

#### **Item 14: Client Referrals & Other Compensation**

- A. We do not accept referral fees or other compensation from other professionals when referring a prospect or client to such outside professionals.
- B. We do not pay referral fees (non-commission based) to independent solicitors (non-registered representatives) for the referral of their clients to our firm in accordance with Rule 206 (4)-3 of the Investment Advisers Act of 1940.

#### **Item 15: Custody**

- A. All of our clients receive at least quarterly account statements directly from their custodians. Upon opening an account with a qualified custodian on a client's behalf, we promptly notify the client in writing of the qualified custodian's contact information. If we decide to also send account statements to clients, such notice and account statements include a legend that recommends that the client compare the account statements received from the qualified custodian with those received from our firm.

#### **Item 16: Investment Discretion**

Our clients need to sign a discretionary investment advisory agreement with our firm for the management of their account. This type of agreement only applies to our Asset Management clients. We do not take or exercise discretion with respect to our other clients.

### **Item 17: Voting Client Securities**

We do not and will not accept the proxy authority to vote client securities. Clients will receive proxies or other solicitations directly from their custodian or a transfer agent. In the event that proxies are sent to our firm, we will forward them on to you and ask the party who sent them to mail them directly to you in the future. Clients may call, write or email us to discuss questions they may have about particular proxy votes or other solicitations.

### **Item 18: Financial Information**

- A. We do not require nor do we solicit prepayment of more than \$1,200 in fees per client, six months or more in advance. Therefore we have not included a balance sheet for our most recent fiscal year.
- B. Since we do not require nor do we solicit prepayment of more than \$1,200 in fees per client, six months or more in advance, there are no additional disclosures necessary.
- C. We have not been the subject of a bankruptcy petition at any time during the past ten years.