

Form ADV Part 2A: Firm Brochure

Item 1 – Cover Page

New Amsterdam Wealth Planning, LLC

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Date of Disclosure Brochure: February 2021

This disclosure brochure provides information about the qualifications and business practices of New Amsterdam Wealth Planning (also referred to as NAWP, we, our or us throughout this disclosure brochure). If you have any questions about the contents of this disclosure brochure, please contact Donald P. La Fronz at 917-647-5698 or don@newamsterdamwealthplanning.com. The information in this disclosure brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Additional information about New Amsterdam Wealth Planning is also available on the Internet at www.adviserinfo.sec.gov. You can view our firm's information on this website by searching for New Amsterdam Wealth Planning or our firm's CRD number 309962.

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

**Although New Amsterdam Wealth Planning is referred to as NAWP or we throughout this brochure for your convenience, please understand that any engagement described under this brochure will be made with the legal entity of New Amsterdam Wealth Planning.

Item 2 – Material Changes

Since our initial Disclosure Brochure was filed in August 2020, the following changes have been made to this brochure:

- The firm updated its assets under management – please refer to **Item 4 – Advisory Business** for more specific information.
- The firm moved its office location to the address listed on the cover page of this Disclosure Brochure.

NAWP will ensure that you receive a summary of any material changes to this and subsequent disclosure brochures within 120 days after the firm's fiscal year ends. The firm's fiscal year ends on December 31, so you will receive the summary of material changes no later than April 30 each year. At that time NAWP will also offer or provide a copy of the most current disclosure brochure. NAWP may also provide other ongoing disclosure information about material changes, as necessary.

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Item 4 – Advisory Business

New Amsterdam Wealth Planning is an investment adviser registered with the United States Securities and Exchange Commission (“SEC”) and is a limited liability company (LLC) formed under the laws of the State of New York.

- Donald P. La Fronz is the Managing Member and 100% owner of New Amsterdam Wealth Planning. Donald P. La Fronz owns 100.00% of New Amsterdam Wealth Planning.
- New Amsterdam Wealth Planning was approved as a registered investment adviser in August 2020.

Introduction

The investment advisory services of New Amsterdam Wealth Planning are provided to you through an appropriately licensed individual who is an investment adviser representative of New Amsterdam Wealth Planning (referred to as your investment adviser representative throughout this brochure).

Description of Advisory Services

The following are descriptions of the primary advisory services of New Amsterdam Wealth Planning. Please understand that a written agreement, which details the exact terms of the service, must be signed by you and New Amsterdam Wealth Planning before we can provide you the services described below.

Asset Management Services – New Amsterdam Wealth Planning offers asset management services, which involves New Amsterdam Wealth Planning providing you with continuous and ongoing supervision over your specified accounts.

You must appoint our firm as your investment adviser of record on specified accounts (collectively, the “Account”). The Account consists only of separate account(s) held by qualified custodian(s) under your name. The qualified custodians maintain physical custody of all funds and securities of the Account, and you retain all rights of ownership (e.g., right to withdraw securities or cash, exercise or delegate proxy voting and receive transaction confirmations) of the Account.

The Account is managed by me based on your financial situation, investment objectives and risk tolerance. NAWP actively monitors the Account and provide advice regarding buying, selling, reinvesting or holding securities, cash or other investments of the Account.

NAWP will need to obtain certain information from you to determine your financial situation and investment objectives. You will be responsible for notifying me of any updates regarding your financial situation, risk tolerance or investment objective and whether you wish to impose or modify existing investment restrictions; however NAWP will contact you at least annually to discuss any changes or updates regarding your financial situation, risk tolerance or investment objectives. NAWP is reasonably available to consult with you relative to the status of your Account. You have the ability to impose reasonable restrictions on the management of your accounts, including the ability to instruct me not to purchase certain securities.

It is important that you understand that NAWP manages investments for other clients and may give them advice or take actions for them or for our personal accounts that is different from the advice we provide to you or actions taken for you. NAWP is not obligated to buy, sell or recommend to you any security or other investment that we may buy, sell or recommend for any other clients or for our own accounts.

Conflicts may arise in the allocation of investment opportunities among accounts that NAWP manages. NAWP strives to allocate investment opportunities believed to be appropriate for your account(s) and other accounts advised by us among such accounts equitably and consistent with the best interests of all accounts involved. However, there can be no assurance that a particular investment opportunity that comes to our attention will be allocated in any particular manner. If NAWP obtains material, non-public information about a security or its issuer that we may not lawfully use or disclose, NAWP has absolutely no obligation to disclose the information to any client or use it for any client's benefit.

Financial Planning Services - New Amsterdam Wealth Planning offers financial planning services, which for a fee involves preparing a written financial plan covering specific or multiple topics. NAWP provides full written financial plans, which typically address the following topics: Investment Planning, Retirement Planning, Education Planning, Portfolios Review, Asset Allocation, and Budgeting, Cash Flow Analysis and Risk Management. When providing financial planning and consulting services, our role is to find ways to help you understand your overall financial situation and help you set financial objectives. Written financial plans prepared by me do not include specific recommendations of individual securities.

Our financial planning services do not involve implementing any transaction on your behalf or the active and ongoing monitoring or management of your investments or accounts. You have the sole responsibility for determining whether to implement our financial planning recommendations. To the extent that you would like to implement any of our investment recommendations through New Amsterdam Wealth Planning or retain New Amsterdam Wealth Planning to actively monitor and manage your investments, you must execute a separate written agreement with New Amsterdam Wealth Planning for our asset management services.

Retirement Plan Rollover Recommendations - To the extent NAWP recommends you roll over your account from a current retirement plan to an individual retirement account ("Rollover IRA"), managed by New Amsterdam Wealth Planning please know that New Amsterdam Wealth Planning and our investment adviser representatives have a conflict of interest.

NAWP can earn increased investment advisory fees by recommending that you roll over your account at the retirement plan to a Rollover IRA managed by New Amsterdam Wealth Planning. We will earn fewer investment advisory fees if you do not roll over the funds in the retirement plan to a Rollover IRA managed by New Amsterdam Wealth Planning.

Thus, our investment adviser representatives have an economic incentive to recommend a rollover of funds from a retirement plan to a Rollover IRA which is a conflict of interest because our recommendation that you open an IRA account to be managed by our firm can be based on our economic incentive and not based exclusively on whether or not moving the IRA to our management program is in your overall best interest.

NAWP has taken steps to manage this conflict of interest. We have adopted an impartial conduct standard whereby our investment adviser representatives will (i) provide investment advice to a retirement plan participant regarding a rollover of funds from the retirement plan in accordance with the fiduciary status described below, (ii) not recommend investments which result in New Amsterdam Wealth Planning receiving unreasonable compensation related to the rollover of funds from the retirement plan to a Rollover IRA, and (iii) fully disclose compensation received by New Amsterdam Wealth Planning and our supervised persons and any material conflicts of interest related to recommending the rollover of funds from the retirement plan to a Rollover IRA and refrain from making any materially misleading statements regarding such rollover.

Our investment advisor representatives shall act with the care, skill, prudence, and diligence under the circumstances then prevailing that a prudent person acting in a like capacity and familiar with such matters would use in the conduct of an enterprise of a like character and with like aims, based on the investment objectives, risk, tolerance, financial circumstances, and a client's needs, without regard to the financial or other interests of New Amsterdam Wealth Planning or our affiliated personnel.

Limits Advice to Certain Types of Investments

New Amsterdam Wealth Planning provides investment advice on the following types of investments:

- Mutual Funds
- Exchange Traded Funds (ETFs)
- Exchange-listed Securities
- Foreign Issues
- Corporate Debt Securities
- Certificates of Deposit
- Cash Management and Money Market Investments
- Municipal Securities
- US Government Securities
- Options Contracts on Securities

Although NAWP generally provides advice only on the products previously listed, we reserve the right to offer advice on any investment product that may be suitable for each client's specific circumstances, needs, goals and objectives.

It is not NAWP's typical investment strategy to attempt to time the market, but we may increase cash holdings modestly as deemed appropriate based on your risk tolerance and our expectations of market behavior. NAWP may modify our investment strategy to accommodate special situations such as low basis stock, stock options, legacy holdings, inheritances, closely held businesses, collectibles, or special tax situations.

(Please refer to Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss for more information.)

Tailor Advisory Services to Individual Needs of Clients

New Amsterdam Wealth Planning's advisory services are always provided based on your individual needs. This means, for example, that when NAWP provides asset management services, you are given the ability to impose restrictions on the accounts we manage for you, including specific investment selections and sectors. NAWP works with you on a one-on-one basis through interviews and questionnaires to determine your investment objectives and suitability information. Our financial planning and consulting services are always provided based on your individual needs.

NAWP will not enter into an investment adviser relationship with a prospective client whose investment objectives may be considered incompatible with our investment philosophy or strategies or where the prospective client seeks to impose unduly restrictive investment guidelines.

Client Assets Managed by New Amsterdam Wealth Planning

As of January 7, 2021, NAWP has \$0 in discretionary assets under management and has \$34,949,120 in non-discretionary assets under management.

Item 5 – Fees and Compensation

In addition to the information provided in *Item 4 – Advisory Business*, this section provides additional details regarding our firm's services along with descriptions of each service's fees and compensation arrangements. It should be noted that lower fees for comparable service may be available from other sources. The exact fees and other terms will be outlined in the agreement between you and New Amsterdam Wealth Planning.

Asset Management Services

Fees charged for our asset management services are charged based on a percentage of assets under management, billed in arrears (at the end of the billing period) on a quarterly calendar basis and calculated based on the fair "market value of the assets as of the last business day of the 2nd month of the relevant quarter. Fees are prorated (based on the number of days service is provided during the initial billing period) for your account opened at any time other than the beginning of the billing period. If asset management services are commenced in the middle of the billing period, then the prorated fee for that billing period will be billed in arrears at the end of that billing period.

The asset management services continue in effect until terminated by either party (i.e., New Amsterdam Wealth Planning or you) by providing written notice of termination to the other party. When fees are billed in arrears, New Amsterdam Wealth Planning will prorate the final fee payment based on the number of days services are provided during the final period. The amount of client assets on the termination date will be used to determine the final fee payment.

Fees charged for our asset management services are negotiable based on the type of client, the complexity of the client's situation, the composition of the client's account (i.e., equities versus mutual funds), the potential for additional account deposits, the relationship of the client with the investment adviser representative, and the total amount of assets under management for the client.

For our asset management services, client will be charged the following annual fee based upon the amount of assets under management:

<u>Assets Under Management</u>	<u>Annual Fees</u>
\$0 – \$500,000	1.400%
\$500,001 – \$1,500,000	1.250%
\$1,500,001 – \$3,000,000	1.000%
Above \$3,000,000	Negotiable

(This is **not** a “blended” annual fee schedule in which each tier of assets is charged a different rate under the annual fee schedule creating the effect of a blended fee rate used at the time of billing. Under our fee schedule described above, only one rate is charged against all of the client’s assets under management in this program.)

Some clients come to NAWP with various legacy holdings or assets. Upon request, we will assist a client with establishing custodial accounts to hold these assets, as a courtesy, but will not manage these assets. These assets will therefore not be subject to our portfolio management fee.

New Amsterdam Wealth Planning believes that its annual fee is reasonable in relation to: (1) services provided and (2) the fees charged by other investment advisers offering similar services/programs. However, our annual investment advisory fee may be higher than that charged by other investment advisers offering similar services/programs. In addition to our compensation, you may also incur charges imposed at the mutual fund level (e.g., advisory fees and other fund expenses).

The investment advisory fees will be deducted from your account and paid directly to our firm by the qualified custodian(s) of your account. You will authorize the qualified custodian(s) of your account to deduct fees from your account and pay such fees directly to our firm.

You should review your account statements received from the qualified custodian(s) and verify that appropriate investment advisory fees are being deducted. The qualified custodian(s) will not verify the accuracy of the investment advisory fees deducted.

Brokerage expenses and/or transaction fees charged by the qualified custodian are billed directly to you by the qualified custodian. New Amsterdam Wealth Planning does not receive any portion of such commissions or fees from you or the qualified custodian. In addition, you will incur certain charges imposed by third parties other than New Amsterdam Wealth Planning in connection with investments made through your account including, but not limited to IRA and qualified retirement plan fees and charges imposed by the qualified custodian(s) of your account. Management fees charged by New Amsterdam Wealth Planning are separate and distinct from the fees and expenses charged by investment company securities that may be recommended to you. A description of these fees and expenses are available in each investment company security’s prospectus.

Financial Planning

Fees charged for our financial planning and consulting services are negotiable based upon the type of client, the services requested, the complexity of the client’s situation, other advisory services provided and the relationship of the client and the investment adviser representative. The following are the fee arrangements available for financial planning and consulting services offered by New Amsterdam Wealth Planning.

Fees for Financial Planning Services

New Amsterdam Wealth Planning provides financial planning services under a fixed fee arrangement. A mutually agreed upon fixed fee is charged for financial planning services under this arrangement. There is a range in the amount of the fixed fee charged by New Amsterdam Wealth Planning for financial planning services. The minimum fixed fee is generally \$750, and the maximum fixed fee is generally no more than \$5,000. The amount of the fixed fee for your engagement is specified in your financial planning agreement with New Amsterdam Wealth Planning. You are required to pay in advance 100% of the fixed fee at the time you execute an agreement with New Amsterdam Wealth Planning; however, at no time will New Amsterdam Wealth Planning require payment of more than \$1,200 in fees more than six months in advance.

The financial planning services terminate upon either party providing written notice of termination to the other party.

If you terminate the financial planning services after entering into an agreement with me, you will be responsible for immediate payment of any financial planning services performed by New Amsterdam Wealth Planning prior to the receipt by New Amsterdam Wealth Planning of your notice of termination. For financial planning services performed by New Amsterdam Wealth Planning under a fixed fee arrangement, you will pay New Amsterdam Wealth Planning a pro-rated fixed fee equivalent to the percentage of work completed by New Amsterdam Wealth Planning as determined by New Amsterdam Wealth Planning. In the event that there is a remaining balance of any fees paid in advance after the deduction of fees from the final invoice, those remaining proceeds will be refunded by New Amsterdam Wealth Planning to you.

Other Fee Terms for Financial Planning Services

You may pay the investment advisory fees owed for the financial planning services by having the fee deducted from an existing investment account.

If you elect to pay by automatic deduction from an existing investment account, you will provide written authorization to New Amsterdam Wealth Planning for such charge.

You should notify New Amsterdam Wealth Planning within ten (10) days of receipt of an invoice if you have questions about or dispute any billing entry.

To the extent New Amsterdam Wealth Planning engages an outside professional (i.e. attorney, independent investment adviser or accountant) while providing financial planning and consulting services to you, New Amsterdam Wealth Planning will be responsible for the payment of the fees for the services of such an outside professional, and you will not be required to reimburse New Amsterdam Wealth Planning for such payments. To the extent that you personally engage such an outside professional, you will be responsible for the payment of the fees for the services of such an outside professional, and New Amsterdam Wealth Planning will not be required to reimburse Client for such payments. Fees for the services of an outside professional (i.e. attorney, independent investment adviser or accountant) will be in addition to and separate from the fees charged by New Amsterdam Wealth Planning, and you will be responsible for the payment of the fees for the services of such an outside professional. In no event will the services of an outside professional be engaged without your express approval.

All fees paid to New Amsterdam Wealth Planning for financial planning and consulting services are separate and distinct from the commissions charged by a broker-dealer or asset management fees charged by an investment adviser to implement such recommendations.

It should be noted that lower fees for comparable services may be available from other sources.

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

Performance-based fees are defined as fees based on a share of capital gains on or capital appreciation of the assets held in a client's account. *Item 6* is not applicable to this Disclosure Brochure because NAWP does not charge or accept performance-based fees.

Item 7 – Types of Clients

New Amsterdam Wealth Planning generally provides investment advice to the following types of clients:

- Individuals
- High net worth individuals

You are required to execute a written agreement with New Amsterdam Wealth Planning specifying the particular advisory services in order to establish a client arrangement with New Amsterdam Wealth Planning.

Minimum Investment Amounts Required

There are no minimum investment amounts or conditions required for establishing an account managed by New Amsterdam Wealth Planning. However, all clients are required to execute an agreement for services in order to establish a client arrangement with New Amsterdam Wealth Planning and/or the third-party money manager or the sponsor of third-party money manager platforms.

The minimum fixed fee generally charged for financial planning services on a fixed fee basis is \$750.

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

Methods of Analysis

New Amsterdam Wealth Planning uses the following methods of analysis in formulating investment advice:

Fundamental – This is a method of evaluating a security by attempting to measure its intrinsic value by examining related economic, financial and other qualitative and quantitative factors. Fundamental analysts attempt to study everything that can affect the security's value, including macroeconomic factors (like the overall economy and industry conditions) and individually specific factors (like the financial condition and management of a company). The end goal of

performing fundamental analysis is to produce a value that an investor can compare with the security's current price in hopes of figuring out what sort of position to take with that security (underpriced = buy, overpriced = sell or short). Fundamental analysis is considered to be the opposite of technical analysis. Fundamental analysis is about using real data to evaluate a security's value. Although most analysts use fundamental analysis to value stocks, this method of valuation can be used for just about any type of security.

The risk associated with fundamental analysis is that it is somewhat subjective. While a quantitative approach is possible, fundamental analysis usually entails a qualitative assessment of how market forces interact with one another in their impact on the investment in question. It is possible for those market forces to point in different directions, thus necessitating an interpretation of which forces will be dominant. This interpretation may be wrong, and could therefore lead to an unfavorable investment decision.

The main sources of information that NAWP uses for investment research include:

1. Financial newspapers periodicals, magazines and trade journals.
2. Research materials prepared by others such as investment analysts and research analysts from outside firms.
3. Company press releases
4. Online information, including financial websites and financial news channels.

There are risks involved in using any analysis method.

Investment Strategies

New Amsterdam Wealth Planning uses the following investment strategies when managing client assets and/or providing investment advice:

Long term purchases. Investments held at least a year.

Short term purchases. Investments sold within a year.

Value Investing - We primarily follow a value-investing strategy that attempts to acquire at reasonable valuations publicly traded businesses that can deliver sustainable excess returns. We focus on a long-only strategy. Long term strategies are designed to identify and select investments to be held for multiple years. We will also invest in value oriented special situations with shorter expected holding periods.

Value Investing can be described as a strategy of selecting stocks that trade for less than their intrinsic values. Value investors typically seek stocks of companies that they believe the market has undervalued. They believe the market overreacts to good and bad news, resulting in stock price movements that do not correspond with the company's long-term fundamentals. The result is an opportunity for value investors to profit by buying when the price is deflated. Often, value investors select stocks with lower-than-average price-to-book or price-to-earnings ratios and/or high dividend yields. The risks associated with value-investing include incorrectly analyzing and overestimating the intrinsic value of a business, concentration risk, under performance relative to

major benchmarks, macro-economic risks, investing in value traps i.e. businesses that remain perpetually undervalued, and lost purchasing power on cash holdings in the case of inflation.

Option writing including cover options, uncovered options or spreading strategies. Options are contracts giving the purchaser the right to buy or sell a security, such as stocks, at a fixed price within a specific period of time.

Tactical asset allocation. Allows for a range of percentages in each asset class (such as Stocks = 40-50%). The ranges establish minimum and maximum acceptable percentages that permit the investor to take advantage of market conditions within these parameters. Thus, a minor form of market timing is possible, since the investor can move to the higher end of the range when stocks are expected to do better and to the lower end when the economic outlook is bleak.

Strategic asset allocation. Calls for setting target allocations and then periodically rebalancing the portfolio back to those targets as investment returns skew the original asset allocation percentages. The concept is akin to a "buy and hold" strategy, rather than an active trading approach. Of course, the strategic asset allocation targets may change over time as the client's goals and needs change and as the time horizon for major events such as retirement and college funding grow shorter.

Primarily Recommend One Type of Security

NAWP does not primarily recommend one type of security to clients. Instead, we recommend any product that may be suitable for each client relative to that client's specific circumstances and needs.

Risk of Loss

Past performance is not indicative of future results. Therefore, you should never assume that future performance of any specific investment or investment strategy will be profitable. Investing in securities (including stocks, mutual funds, and bonds, etc.) involves risk of loss. Further, depending on the different types of investments there may be varying degrees of risk. You should be prepared to bear investment loss including loss of original principal.

Because of the inherent risk of loss associated with investing, our firm is unable to represent, guarantee, or even imply that our services and methods of analysis can or will predict future results, successfully identify market tops or bottoms, or insulate you from losses due to market corrections or declines. There are certain additional risks associated with investing in securities through our investment management program, as described below:

- Market Risk – Either the stock market as a whole, or the value of an individual company, goes down resulting in a decrease in the value of client investments. This is also referred to as systemic risk.
- Equity (stock) market risk – Common stocks are susceptible to general stock market fluctuations and to volatile increases and decreases in value as market confidence in and perceptions of their issuers change. If you held common stock, or common stock

equivalents, of any given issuer, you would generally be exposed to greater risk than if you held preferred stocks and debt obligations of the issuer.

- Company Risk. When investing in stock positions, there is always a certain level of company or industry specific risk that is inherent in each investment. This is also referred to as unsystematic risk and can be reduced through appropriate diversification. There is the risk that the company will perform poorly or have its value reduced based on factors specific to the company or its industry. For example, if a company's employees go on strike or the company receives unfavorable media attention for its actions, the value of the company may be reduced.
- Fixed Income Risk. When investing in bonds, there is the risk that the issuer will default on the bond and be unable to make payments. Further, individuals who depend on set amounts of periodically paid income face the risk that inflation will erode their spending power. Fixed-income investors receive set, regular payments that face the same inflation risk.
- Options Risk. Options on securities may be subject to greater fluctuations in value than an investment in the underlying securities. Purchasing and writing put and call options are highly specialized activities and entail greater than ordinary investment risks.
- ETF and Mutual Fund Risk – When investing in an ETF or mutual fund, you will bear additional expenses based on your pro rata share of the ETF's or mutual fund's operating expenses, including the potential duplication of management fees. The risk of owning an ETF or mutual fund generally reflects the risks of owning the underlying securities the ETF or mutual fund holds. You will also incur brokerage costs when purchasing ETFs.
- Management Risk – Your investment with our firm varies with the success and failure of our investment strategies, research, analysis and determination of portfolio securities. If our investment strategies do not produce the expected returns, the value of the investment will decrease.

Item 9 – Disciplinary Information

Item 9 is not applicable to this Disclosure Brochure because there are no legal or disciplinary events that are material to a client's or prospective client's evaluation of our business or integrity.

Item 10 – Other Financial Industry Activities and Affiliations

New Amsterdam Wealth Planning is **not** and does **not** have a related person that is a broker/dealer, municipal securities dealer, government securities dealer or broker, an investment company or other pooled investment vehicle (including a mutual fund, closed-end investment company, unit investment trust, private investment company or "hedge fund," and offshore fund), another investment adviser or financial planner, a futures commission merchant, commodity pool operator, or commodity trading advisor, a banking or thrift institution, an accountant or accounting firm, a lawyer or law firm, an insurance company or agency, a pension consultant, a real estate broker or dealer, and a sponsor or syndicator of limited partnerships.

NAWP is an independent registered investment adviser and only provide investment advisory services. We are not engaged in any other business activities and offer no other services except those described in this Disclosure Brochure.

Item 11 – Code of Ethics, Participation in Client Transactions and Personal Trading

Code of Ethics Summary

According to the *Investment Advisers Act of 1940*, an investment adviser is considered a fiduciary and has a fiduciary duty to all clients. New Amsterdam Wealth Planning has established a Code of Ethics to comply with the requirements of Section 204(A)-1 of the *Investment Advisers Act of 1940* that reflects its fiduciary obligations and those of its supervised persons. The Code of Ethics also requires compliance with federal securities laws. The Code of Ethics covers all individuals that are classified as “supervised persons”. All employees, officers, directors and investment adviser representatives are classified as supervised persons. New Amsterdam Wealth Planning requires its supervised persons to consistently act in your best interest in all advisory activities. New Amsterdam Wealth Planning imposes certain requirements on its affiliates and supervised persons to ensure that they meet the firm’s fiduciary responsibilities to you. The standard of conduct required is higher than ordinarily required and encountered in commercial business.

This section is intended to provide a summary description of the Code of Ethics of New Amsterdam Wealth Planning. If you wish to review the Code of Ethics in its entirety, you should send me a written request and upon receipt of your request, we will promptly provide a copy of the Code of Ethics to you.

Affiliate and Employee Personal Securities Transactions Disclosure

New Amsterdam Wealth Planning or supervised persons of the firm buy and sell for their personal accounts, investment products identical to those recommended to clients. This creates a conflict of interest. It is the express policy of New Amsterdam Wealth Planning that all persons associated in any manner with our firm must place clients’ interests ahead of their own when implementing personal investments. As is required by our internal procedures manual, New Amsterdam Wealth Planning and its supervised persons will not buy or sell securities for their personal account(s) where their decision is derived, in whole or in part, by information obtained as a result of employment or association with our firm unless the information is also available to the investing public upon reasonable inquiry.

NAWP is now and will continue to be in compliance with applicable state and federal rules and regulations. To mitigate conflicts of interest that can occur when access persons manage their personal accounts at the same time New Amsterdam Wealth Planning manages client accounts, we have developed written supervisory procedures that include personal investment and trading policies for our representatives, employees and their immediate family members (collectively, supervised persons):

- Supervised persons cannot prefer their own interests to that of the client.
- Supervised persons cannot purchase or sell any security for their personal accounts prior to implementing transactions for client accounts.
- Supervised persons cannot buy or sell securities for their personal accounts when those decisions are based on information obtained as a result of their employment unless that

information is also available to the investing public upon reasonable inquiry.

- Supervised persons are prohibited from purchasing or selling securities of companies in which any client is deemed an “insider”.
- Supervised persons are discouraged from conducting frequent personal trading.
- Supervised persons are generally prohibited from serving as board members of publicly traded companies unless an exception has been granted to the Chief Compliance Officer of New Amsterdam Wealth Planning.

Any Supervised person not observing our policies is subject to sanctions up to and including termination.

Item 12 – Brokerage Practices

If New Amsterdam Wealth Planning assists in the implementation of any recommendations, we are responsible to ensure that the client receives the best execution possible. Best execution does not necessarily mean that clients receive the lowest possible commission costs but that the qualitative execution is best. In other words, all conditions considered, the transaction execution is in your best interest. When considering best execution, we look at a number of factors besides prices and rates including, but not limited to:

- Execution capabilities (e.g., market expertise, ease/reliability/timeliness of execution, responsiveness, integration with our existing systems, ease of monitoring investments)
- Products and services offered (e.g., investment programs, back office services, technology, regulatory compliance assistance, research and analytic services)
- Financial strength, stability and responsibility
- Reputation and integrity
- Ability to maintain confidentiality

We exercise reasonable due diligence to make certain that best execution is obtained for all clients when implementing any transaction by considering the back office services, technology and pricing of services offered.

Brokerage Recommendations

If you elect to utilize our management services you are required to establish a brokerage account at Fidelity Investments (Fidelity). Fidelity provides New Amsterdam Wealth Planning with access to their institutional trading and custody services, which are typically not available to retail investors. The services from Fidelity include brokerage, custody, research and access to mutual funds and other investments that are otherwise generally available only to institutional investors or would require a significantly higher minimum initial investment.

Fidelity also makes available to New Amsterdam Wealth Planning other products and services that the firm benefits from but may not benefit your accounts. Some of these other products and services assist me in managing and administering client accounts. These include software and other technology that:

- Provide access to client account data (such as trade confirmation and account statements)
- Facilitate trade execution (and allocation of aggregated trade orders for multiple client accounts)

- Provide research, pricing information and other market data
- Facilitate payment of our fees from client accounts
- Assist with back-office functions, recordkeeping and client reporting.

Many of these services generally may be used to service all or a substantial number of our accounts. Fidelity also makes available other services intended to help me manage and further develop our business. These services may include:

- Consulting, publications and conferences on practice management
- Information technology
- Business succession
- Regulatory compliance
- Marketing.

In addition, Fidelity may make available, arrange and/or pay for these types of services rendered to New Amsterdam Wealth Planning by independent third-parties providing these services to me. As a fiduciary, we endeavor to act in your best interest. Our requirement that you maintain your assets in accounts at Fidelity may be based in part on the benefit to me of the availability of some of the foregoing products and services and not solely on the nature, cost or quality of custody and brokerage services provided by Fidelity. This creates a conflict of interest.

You are under no obligation to act on our recommendations. You may select a broker/dealer or account custodian other than Fidelity, although in this case NAWP cannot assist you with asset management services.

Directed Brokerage

Clients should understand that not all investment advisors require the use of a particular broker/dealer or custodian. Some investment advisors allow their clients to select whichever broker/dealer the client decides. By requiring clients to use a particular broker/dealer, New Amsterdam Wealth Planning may not achieve the most favorable execution of client transactions and the practice requiring the use of specific broker/dealers may cost clients more money than if the client used a different broker/dealer or custodian. However, for compliance and operational efficiencies, we have decided to require our clients to use broker/dealers and other qualified custodians determined by NAWP.

Soft Dollar Benefits

An investment adviser receives soft dollar benefits from a broker-dealer when the investment adviser receives research or other products and services in exchange for client securities transactions or maintaining an account balance with the broker-dealer.

NAWP does not have a soft dollar agreement with a broker-dealer or a third-party.

Block Trading Policy

Investment advisors may elect to purchase or sell the same securities for several clients at approximately the same time when they believe such action may prove advantageous to clients. This process is

referred to as aggregating orders, batch trading or block trading. New Amsterdam Wealth Planning does not engage in block trading.

It should be noted that implementing trades on a block or aggregate basis may be less expensive for client accounts; however, it is our trading policy is to implement all client orders on an individual basis. Therefore, we do not aggregate or “block” client transactions. Considering the types of investments NAWP holds in advisory client accounts; We do not believe clients are hindered in any way because NAWP trades accounts individually. This is because we develop individualized investment strategies for clients and holdings will vary. Our strategies are primarily developed for the long-term and minor differences in price execution are not material to our overall investment strategy.

Agency Cross Transactions

Our associated persons are prohibited from engaging in agency cross transactions, meaning NAWP cannot act as brokers for both the sale and purchase of a single security between two different clients and cannot receive compensation in the form of an agency cross commission or principal mark-up for the trades.

Item 13 – Review of Accounts

Account Reviews and Reviewers

Managed accounts are reviewed at least quarterly. While the calendar is the main triggering factor, reviews can also be conducted at your request. Account reviews will include investment strategy and objectives review and making a change if strategy and objectives have changed. Reviews are conducted by Donald P. La Fronz, with reviews performed in accordance with your investment goals and objectives.

Our financial planning services do not include monitoring the investments of your account(s), and therefore, there is no ongoing review of your account(s) under such services.

Statements and Reports

For our asset management services, you are provided with transaction confirmation notices and regular quarterly account statements in writing directly from the qualified custodian. Additionally, New Amsterdam Wealth Planning may provide position or performance reports to you quarterly and upon request.

Financial planning clients do not receive any report other than the written plan originally contracted for and provided by New Amsterdam Wealth Planning.

You are encouraged to always compare any reports or statements provided by me against the account statements delivered from the qualified custodian. When you have questions about your account statement, you should contact our firm and the qualified custodian preparing the statement.

Item 14 – Client Referrals and Other Compensation

New Amsterdam Wealth Planning does not directly or indirectly compensate any person for client referrals.

The only compensation received from advisory services is the fees charged for providing investment advisory services as described in *Item 5* of this Disclosure Brochure. New Amsterdam Wealth Planning receives no other forms of compensation in connection with providing investment advice.

Please see Item 5, Fees and Compensation, Item 10, Other Financial Industry Activities and Affiliations and Item 12, Brokerage Practices, for additional discussion concerning other compensation.

Item 15 – Custody

Custody, as it applies to investment advisors, has been defined by regulators as having access or control over client funds and/or securities. In other words, custody is not limited to physically holding client funds and securities. If an investment adviser has the ability to access or control client funds or securities, the investment adviser is deemed to have custody and must ensure proper procedures are implemented.

New Amsterdam Wealth Planning is deemed to have custody of client funds and securities whenever New Amsterdam Wealth Planning is given the authority to have fees deducted directly from client accounts. However, this is the only form of custody New Amsterdam Wealth Planning will ever maintain. It should be noted that authorization to trade in client accounts is not deemed by regulators to be custody.

For accounts in which New Amsterdam Wealth Planning is deemed to have custody, we have established procedures to ensure all client funds and securities are held at a qualified custodian in a separate account for each client under that client's name. Clients or an independent representative of the client will direct, in writing, the establishment of all accounts and therefore are aware of the qualified custodian's name, address and the manner in which the funds or securities are maintained. Finally, account statements are delivered directly from the qualified custodian to each client, or the client's independent representative, at least quarterly. Clients should carefully review those statements and are urged to compare the statements against reports received from New Amsterdam Wealth Planning. When clients have questions about their account statements, they should contact New Amsterdam Wealth Planning or the qualified custodian preparing the statement.

Item 16 – Investment Discretion

When providing asset management services, New Amsterdam Wealth Planning maintains trading authorization over your Account and can provide management services on a **discretionary** basis. When discretionary authority is granted, NAWP will have the authority to determine the type of securities and the amount of securities that can be bought or sold for your portfolio without obtaining your consent for each transaction.

If you decide to grant trading authorization on a **non-discretionary** basis, NAWP will be required to contact you prior to implementing changes in your account. Therefore, you will be contacted and required to accept or reject our investment recommendations including:

- The security being recommended
- The number of shares or units
- Whether to buy or sell

Once the above factors are agreed upon, NAWP will be responsible for making decisions regarding the timing of buying or selling an investment and the price at which the investment is bought or sold. If your accounts are managed on a non-discretionary basis, you need to know that if we are not able to reach you or you are slow to respond to our request, it can have an adverse impact on the timing of trade implementations and NAWP may not achieve the optimal trading price.

You will have the ability to place reasonable restrictions on the types of investments that may be purchased in your Account. You may also place reasonable limitations on the discretionary power granted to New Amsterdam Wealth Planning so long as the limitations are specifically set forth or included as an attachment to the client agreement.

Client will grant New Amsterdam Wealth Planning discretionary authority (without first consulting with Client) to establish and/or terminate a relationship with a Sub-Adviser for purposes of managing the Account or a portion of the Account determined by New Amsterdam Wealth Planning. Client will also grant the Sub-Adviser selected by New Amsterdam Wealth Planning with the discretionary authority (in the sole discretion of the Sub-Adviser without first consulting with Client) to make all decisions to buy, sell or hold securities, cash or other investments for such portion of the Account managed by the Sub-Adviser. Client will also grant the Sub-Adviser selected by New Amsterdam Wealth Planning with the power and authority to carry out these decisions by giving instructions, on behalf of Client, to brokers and dealers and the qualified custodian(s) of the Account. Client authorizes New Amsterdam Wealth Planning to provide a copy of this Agreement to the qualified custodian or any broker or dealer, through which transactions will be implemented on behalf of Client, as evidence of Sub-Adviser's authority under this Agreement.

Item 17 – Voting Client Securities

NAWP does not vote proxies on behalf of Clients. We have determined that taking on the responsibilities for voting client securities does not add enough value to the services provided to you to justify the additional compliance and regulatory costs associated with voting client securities. Therefore, it is your responsibility to vote all proxies for securities held in Account.

Item 18 – Financial Information

This *Item 18* is not applicable to this brochure. New Amsterdam Wealth Planning does not require or solicit prepayment of more than \$1200 in fees per client, six months or more in advance. Therefore, NAWP is not required to include a balance sheet for the most recent fiscal year. NAWP is not subject to a financial condition that is reasonably likely to impair our ability to meet contractual commitments to clients. Finally, New Amsterdam Wealth Planning has not been the subject of a bankruptcy petition at any time.

Customer Privacy Policy Notice

In November of 1999, Congress enacted the Gramm-Leach-Bliley Act (GLBA). The GLBA requires certain financial institutions, such as investment advisor firms, to protect the privacy of customer information. In situations where a financial institution does disclose customer information to nonaffiliated third parties, other than permitted or required by law, customers must be given the opportunity to opt out or prevent such disclosure. New Amsterdam Wealth Planning does not share or disclose customer information to nonaffiliated third parties except as permitted or required by law.

New Amsterdam Wealth Planning is committed to safeguarding the confidential information of its clients. New Amsterdam Wealth Planning holds all personal information provided by clients in the strictest confidence and it is the objective of New Amsterdam Wealth Planning to protect the privacy of all clients. Except as permitted or required by law, New Amsterdam Wealth Planning does not share confidential information about clients with nonaffiliated parties. In the event that there were to be a change in this policy, New Amsterdam Wealth Planning will provide clients with written notice and clients will be provided an opportunity to direct New Amsterdam Wealth Planning as to whether such disclosure is permissible.

To conduct regular business, New Amsterdam Wealth Planning may collect personal information from sources such as:

- Information reported by the client on applications or other forms the client provides to New Amsterdam Wealth Planning
- Information about the client's transactions implemented by New Amsterdam Wealth Planning or others
- Information developed as part of investment advisory services

To administer, manage, service, and provide related services for client accounts, it is necessary for New Amsterdam Wealth Planning to provide access to customer information within the firm and to nonaffiliated companies, with whom New Amsterdam Wealth Planning has entered into agreements with. To provide the utmost service, New Amsterdam Wealth Planning may disclose the information below regarding customers and former customers, as necessary, to companies to perform certain services on New Amsterdam Wealth Planning's behalf.

- Information New Amsterdam Wealth Planning receives from the client on applications (name, social security number, address, assets, etc.)
- Information about the client's transactions with New Amsterdam Wealth Planning or others (account information, payment history, parties to transactions, etc.)
- Information concerning investment advisory account transactions
- Information about a client's financial products and services transaction with New Amsterdam Wealth Planning

Since New Amsterdam Wealth Planning shares nonpublic information solely to service client accounts, New Amsterdam Wealth Planning does not disclose any nonpublic personal information about New Amsterdam Wealth Planning's customers or former customers to anyone, except as permitted by law. However, New Amsterdam Wealth Planning may also provide customer information outside of the firm as required by law, such as to government entities, consumer reporting agencies or other third parties in response to subpoenas. In the event that New Amsterdam Wealth Planning has a change to its customer

privacy policy that would allow it to disclose non-public information not covered under applicable law, New Amsterdam Wealth Planning will allow its clients the opportunity to opt out of such disclosure.

Business Continuity Plan

New Amsterdam Wealth Planning has a business continuity and contingency plan in place designed to respond to significant business disruptions. These disruptions can be both internal and external. Internal disruptions will impact our ability to communicate and do business, such as a fire in the office building. External disruptions will prevent the operation of the securities markets or the operations of a number of firms, such as earthquakes, wildfires, hurricanes, terrorist attack or other wide-scale, regional disruptions.

Our continuity and contingency plan has been developed to safeguard employees' lives and firm property, to allow a method of making financial and operational assessments, to quickly recover and resume business operations, to protect books and records, and to allow clients to continue transacting business.

The plan includes the following:

- Alternate locations to conduct business;
- Hard and electronic back-ups of records;
- Alternative means of communications with employees, clients, critical business constituents and regulators; and
- Details on the firms' employee succession plan

Our business continuity and contingency plan is reviewed and updated on a regular basis to ensure that the policies in place are sufficient and operational.

Form ADV Part 2B: Brochure Supplement - Donald La Fronz

Item 1 – Cover Page

Donald La Fronz
New Amsterdam Wealth Planning
780 West End Avenue, Apt. 2B
New York, NY 10025
917-647-5698

Date of Supplement: February 2021

This brochure supplement provides information about Donald La Fronz that supplements the New Amsterdam Wealth Planning (“New Amsterdam Wealth Planning”) disclosure brochure. You should have received a copy of that brochure. Please contact Donald La Fronz at 917-647-5698 or at don@newamsterdamwealthplanning.com if you did not receive New Amsterdam Wealth Planning’s brochure or if you have any questions about the contents of this supplement.

Additional information about Donald La Fronz is available on the SEC’s website at www.adviserinfo.sec.gov. (Although Donald La Fronz conducts investment advisory business through New Amsterdam Wealth Planning, please note that the SEC website does not indicate that Donald La Fronz is registered as an investment adviser representative of New Amsterdam Wealth Planning. Unlike most other states the State of New York does not provide the ability for an individual to register as an investment adviser representative which is the reason for the apparent discrepancy.)

Item 2 – Educational Background and Business Experience

Donald La Fronz

Born 1965; CRD # 2314937

Post-Secondary Educational Background:

Fairfield University , BS - Finance: 1987
New York University, MBA - Finance: 1992

Business Background:

New Amsterdam Wealth Planning, Managing Member, 08/2020 to Present;
FCG Advisors LLC, Representative, 10/2014 to 08/2020
FCG Wealth Management LLC, Investment Advisor Representative, 10/2014 to 08/2020

Item 3 – Disciplinary Information

Donald La Fronz has no legal or disciplinary events to report.

Item 4 – Other Business Activities

Donald La Fronz has no outside business activities to report.

Item 5 – Additional Compensation

Donald La Fronz has no additional compensation.

Item 6 – Supervision

Donald La Fronz is the Chief Compliance Officer of New Amsterdam Wealth Planning. He is responsible for overseeing and enforcing the firm's compliance programs that have been established to monitor and supervise the activities and services provided by the firm and its representatives. Donald La Fronz can be contacted at 917-647-5698.