

ITEM 1: COVER SHEET

## FORM ADV PART 2A INFORMATIONAL BROCHURE



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May 12, 2021

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This brochure provides information about the qualifications and business practices of Code Waechter LLC. If you have any questions about the contents of this brochure, please contact us at (813) 287-8775. 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. Our registration does not imply a certain level of skill or training.

Additional information about Code Waechter LLC (CRD# 289372) is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

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**ITEM 2: STATEMENT OF MATERIAL CHANGES**

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Code Waechter LLC is required to disclose any material changes to this ADV Part 2A here in Item 2.

No material changes have been made since the last update on July 1, 2020.

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INFORMATIONAL BROCHURE  
CODE WAECHTER LLC

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**ITEM 4:       ADVISORY BUSINESS**

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Code Waechter LLC (“CW”) has been in business since August of 2017. Brian Code has been working in the financial services industry for over forty years working with clients to create long term financial plans. Brian Code, Scott Waechter, and Jordan Code, the firm’s principals, have worked together as a team for over a decade providing clients with investment management and financial planning services.

At CW we take the time to educate ourselves in multiple facets of what goes into constructing a financial plan, and how to successfully implement it. We believe our extensive knowledge of the industry and what it takes to develop an effective plan provides a unique approach to managing our clients’ financial lives. Having multiple Certified Financial Planners™ at the firm encourages us to hold ourselves to a higher standard and continually work with clients to reach their goals and objectives, no matter what stage of life they are in.

Financial Planning

CW’s planning process begins with a meeting where we extensively inform the client of the value of the services we provide. Next there will be discovery meeting where time is taken to gather information, understand client expectations and determine the right fit for pursuing a working relationship. The next meeting will be spent analyzing information such as cash flow, expenses, how much a client is saving, and how they should be saving it. The process continues with the development of a blueprint for a continued team effort to manage ongoing plan execution, as well as continued meetings as often as every quarter. CW also utilizes a different level of planning for clients in the early stages of their professional life. This level may be less extensive than our typical financial planning arrangements.

The plan is intended to be a suggested blueprint of how to meet your goals. Not every plan will be the same for every client. Each one is specific to the client who requested it. Because the plan is based on information supplied by you, it is very important that you accurately and completely communicate to us the information we need. Also, your circumstances and needs may change as your engagement with us progresses. It is very important that you continually update us with any changes so that if the updates require changes to your plan, we can make those changes. Otherwise, your plan may no longer be accurate.

Once you have your financial plan, the decision is yours how to implement it. If you decide to implement your financial plan through CW, you will become an asset management client.

Asset Management

When we perform asset management services, we will do so on a discretionary basis. This means that while we will continue an ongoing relationship with each client, being involved in various stages of their lives and decisions to be made, we will not seek specific approval of changes to client accounts. Because we take discretion when managing accounts, clients engaging us will be asked to execute a Limited Power of Attorney (granting us the discretionary authority over the client accounts) as well as an agreement that outlines the responsibilities of both the client and CW.

In most cases, CW will have a financial plan to guide these decisions to ensure they are within the client’s investment objectives. In the event that a financial plan is not in place, we will gather client investment objectives and information through both a risk assessment questionnaire and client dialogue and from there provide a deliverable to the client recapping the information gathered for investment purposes. Advisory services are tailored to the specific needs of an individual client. Clients may place reasonable restrictions

on the management of assets, including specific securities or types of securities. However, clients should understand that significant restrictions cannot only decrease the ability of CW to meet the client's goals, but also increase the costs associated with managing the client's portfolio.

In limited circumstances, we may provide asset management services on a non-discretionary basis, which means we will manage the clients' accounts as we do for our discretionary clients, except we will consult with the client prior to implementing any investment recommendation. Clients should be aware that some recommendations may be time-sensitive, in which case recommendations not implemented because we are unable to reach a non-discretionary client may not be made on a timely basis and therefore client's account may not perform as well as it would have had CW been able to reach the client for a consultation on the recommendation.

#### Assets under Management

As of December 31, 2021, CW has 531 accounts with \$111,456,755 total assets under management, all managed on a discretionary basis.

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### **ITEM 5: FEES AND COMPENSATION**

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#### A. Fees Charged

All investment management clients will be required to execute an Investment Management Agreement that will describe the type of management services to be provided and the fees, among other items. Clients are advised that they may pay fees that are higher or lower than fees they may pay another advisor for the same services. Clients are under no obligation at any time to engage or to continue to engage CW for investment services. If you do not receive a copy of this brochure at least 48 hours prior to the execution of an Agreement, you may terminate the agreement within the first five (5) business days without penalty.

#### Financial Planning

In circumstances when financial planning is done on a stand-alone basis, the fees charged are based on the fee agreed upon by the adviser and client. The arrangement is typically provided on a fixed fee basis, and the fixed fees will range from \$750 to \$6,000. Financial planning fees are negotiable. These fees are dependent on the nature of the engagement, and are decided upon on a case-by-case basis.

#### Asset Management

Asset management fee percentage is based upon the total assets for a household and if you are a planning client or not as follows:

Asset level		Planning Client Advisory Fee	Non-Planning Client Advisory Fee
\$0	\$500,000	0.85 %	0.95 %
\$500,000	\$1,000,000	0.80 %	0.90 %
\$1,000,000	\$2,000,000	0.65 %	0.65 %
\$2,000,000	\$3,000,000	0.50 %	0.50 %
\$3,000,000	and over	0.35 %	0.35 %

Asset management fees are negotiable in the sole discretion of CW.

## B. Fee Payment

### Financial Planning:

At the discretion of CW, the anticipated financial planning fee may be paid monthly, as well as in advance for the annual amount. In the event the fee is paid monthly or in advance, CW would prefer it be paid by an auto credit card payment, but this form of payment is not required. Clients whose fees are debited from their bank accounts using the automated payment service will provide written consent to AdvicePay to debit their bank accounts or credit cards for the amount of the fee due to CW. AdvicePay will then pay the funds to CW. CW will not have the ability to directly access the client funds in the bank account.

### Asset Management:

For clients whose assets are managed by the firm, investment advisory fees will be debited directly from each client's account. The advisory fee is paid monthly, in arrears, and the value used for the fee calculation is the average daily balance of the account for the previous month. The average daily balance is the sum of your balance on each day of the previous month divided by the number of days during that month. This means that if your annual fee is 1.00%, we will take the previous month's average daily balance, multiply the value by 1.00%, and then divide by the number of days in that calendar year and multiply that number by days in the previous month to calculate our fee. To the extent there is cash in your account, it will be included in the value for the purpose of calculating fees only if the cash is part of an investment strategy. Once the calculation is made, we will instruct your account custodian via written notice to deduct the fee from your account and remit it to CW.

Clients whose fees are directly debited will provide written authorization to debit advisory fees from their accounts held by a qualified custodian chosen by the client. Each quarter, clients will receive a bill itemizing the fees to be debited, including the formula used to calculate the fee, the amount of assets upon which the fee is based, and the time period covered by the fee. The invoice will also state that the fee was not independently calculated by the custodian. The client will also receive a statement from their account custodian showing all transactions in their account, including the fee.

## C. Other Fees

There are a number of other fees that can be associated with holding and investing in securities. You will be responsible for fees including transaction fees for the purchase or sale of a mutual fund or Exchange Traded Fund, or commissions for the purchase or sale of a stock. Expenses of a fund will not be included in management fees, as they are deducted from the value of the shares by the mutual fund manager. For complete discussion of expenses related to each mutual fund, you should read a copy of the prospectus issued by that fund. CW can provide or direct you to a copy of the prospectus for any fund that we recommend to you. Any fees paid to third party managers are separate from, and in addition to, fees paid to CW.

Please make sure to read Item 12 of this informational brochure, where we discuss broker-dealer and custodial issues.

## D. *Pro-rata* Fees

If you become a client during a billing period, you will pay a management fee for the number of days left in that billing period. If you terminate our relationship during a billing period you will be responsible for the payment of management fees for the portion of the billing period during which you were a client. Once your notice of termination is received, we will assess pro-rated fees for the number of days between the end of the prior billing period and the date of termination to be paid in whatever way you direct (check, wire). CW will cease to perform services, including processing trades and distributions, upon termination. Assets

not transferred from terminated accounts within 30 (thirty) days of termination may be “de-linked”, meaning they will no longer be visible to CW and will become a retail account with the custodian.

E. Compensation for the Sale of Securities.

This item is not applicable.

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**ITEM 6: PERFORMANCE-BASED FEES**

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CW will not charge performance based fees.

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**ITEM 7: TYPES OF CLIENTS**

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Clients advised may include individuals, families, trusts, and charitable organizations and foundations, pensions and corporations. CW requires each client to place at least \$150,000 with the firm. This minimum may be waived at the discretion of CW.

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**ITEM 8: METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS**

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It is important for you to know and remember that all investments carry risks. **Investing in securities involves risk of loss that clients should be prepared to bear.**

Each client’s portfolio will be invested according to that client’s investment objectives, which are typically ascertained through the financial planning process for those clients who were introduced to the firm and began with such services. For other clients, information regarding investment objectives will be obtained through client interviews and documents provided by the client. Once we ascertain your objectives for each account, we will develop a set of asset allocation guidelines, and client assets will be invested in one or a combination of our proprietary investment models. Using fundamental analysis, we base our conclusions on predominantly publicly available research, such as regulatory filings, press releases, competitor analyses, and in some cases research we receive from our custodian or other market analyses.

We may periodically recommend changes to the investment strategies and client portfolios to meet the guidelines of the asset allocation for the program or an individual client’s objectives. It is important to remember that because market conditions can vary greatly, your asset allocation guidelines are not necessarily strict rules. Rather, we review accounts individually, and may deviate from the guidelines as we believe necessary. We may utilize both active and passive portfolios depending on the client’s objectives.

There are no limits to the types of securities that may be placed in a strategy, or that CW may evaluate for a client or for inclusion in a strategy. However, investments most typically include exchange traded funds (ETFs), mutual funds, individual stocks and bonds.

When CW makes changes to an investment strategy, these changes may not be made simultaneously. Rather, some accounts may be modified before others. This may result in accounts being traded earlier inadvertently having an advantage over accounts traded later or vice versa.

Third Party Managers

In some circumstances, CW can utilize other managers to assist in the management of client assets. These managers are selected by CW after a process whereby CW evaluates each manager’s investment

performance, operations, and offerings to determine if the manager would be a fit for CW clients. This process continues on an ongoing basis, throughout the time the client works with the third party manager. It is important to remember that any fees paid to these managers are separate from, and in addition to, fees paid to CW.

### Risk of Loss

There are always risks to investing. **Clients should be aware that all investments carry various types of risk including the potential loss of principal that clients should be prepared to bear.** It is impossible to name all possible types of risks. Among the risks are the following:

- **Political Risks.** Most investments have a global component, even domestic stocks. Political events anywhere in the world may have unforeseen consequences to markets around the world.
- **General Market Risks.** Markets can, as a whole, go up or down on various news releases or for no understandable reason at all. This sometimes means that the price of specific securities could go up or down without real reason, and may take some time to recover any lost value. Adding additional securities does not help to minimize this risk since all securities may be affected by market fluctuations.
- **Currency Risk.** When investing in another country using another currency, the changes in the value of the currency can change the value of your security value in your portfolio.
- **Regulatory Risk.** Changes in laws and regulations from any government can change the value of a given company and its accompanying securities. Certain industries are more susceptible to government regulation. Changes in zoning, tax structure or laws impact the return on these investments.
- **Tax Risks Related to Short Term Trading:** Clients should note that CW may engage in short-term trading transactions. These transactions may result in short term gains or losses for federal and state tax purposes, which may be taxed at a higher rate than long term strategies. CW endeavors to invest client assets in a tax efficient manner, but all clients are advised to consult with their tax professionals regarding the transactions in client accounts.
- **Purchasing Power Risk.** Purchasing power risk is the risk that your investment's value will decline as the price of goods rises (inflation). The investment's value itself does not decline, but its relative value does, which is the same thing. Inflation can happen for a variety of complex reasons, including a growing economy and a rising money supply.
- **Business Risk.** This can be thought of as certainty or uncertainty of income. Management comes under business risk. Cyclical companies (like automobile companies) have more business risk because of the less steady income stream. On the other hand, fast food chains tend to have steadier income streams and therefore, less business risk.
- **Financial Risk.** The amount of debt or leverage determines the financial risk of a company.
- **Default Risk.** This risk pertains to the ability of a company to service their debt. Ratings provided by several rating services help to identify those companies with more risk. Obligations of the U.S. government are said to be free of default risk.
- **Margin Risk.** "Margin" is a tool used to maximize returns on a given investment by using securities in a client account as collateral for a loan from the custodian to the client. The proceeds of that loan are then used to buy more securities. Margin carries a higher degree of risk than investing without margin.



- **Risks specific to private placements, sub-advisors and other managers.** If we invest some of your assets with another advisor, including a private placement, there are additional risks. These include risks that the other manager is not as qualified as we believe them to be, that the investments they use are not as liquid as we would normally use in your portfolio, or that their risk management guidelines are more liberal than we would normally employ.
- **Information Risk.** All investment professionals rely on research in order to make conclusions about investment options. This research is always a mix of both internal (proprietary) and external (provided by third parties) data and analyses. Even an adviser who says they rely solely on proprietary research must still collect data from third parties. This data, or outside research is chosen for its perceived reliability, but there is no guarantee that the data or research will be completely accurate. Failure in data accuracy or research will translate to a compromised ability by the adviser to reach satisfactory investment conclusions.
- **Small Companies.** Some investment opportunities in the marketplace involve smaller issuers. These companies may be starting up, or are historically small. While these companies sometimes have potential for outsized returns, they also have the potential for losses because the reasons the company is small are also risks to the company's future. For example, a company's management may lack experience, or the company's capital for growth may be restricted. These small companies also tend to trade less frequently than larger companies, which can add to the risks associated with their securities because the ability to sell them at an appropriate price may be limited as compared to the markets as a whole. Not only do these companies have investment risk, if a client is invested in such small companies and requests immediate or short term liquidity, these securities may require a significant discount to value in order to be sold in a shorter time frame.
- **Concentration Risk.** While CW selects individual securities, including mutual funds, for client portfolios based on an individualized assessment of each security, this evaluation comes without an overlay of general economic or sector specific issue analysis. This means that a client's equity portfolio may be concentrated in a specific sector, geography, or sub-sector (among other types of potential concentrations), so that if an unexpected event occurs that affects that specific sector or geography, for example, the client's equity portfolio may be affected negatively, including significant losses.
- **Transition Risk.** As assets are transitioned from a client's prior advisers to CW there may be securities and other investments that do not fit within the asset allocation strategy selected for the client. Accordingly, these investments will need to be sold in order to reposition the portfolio into the asset allocation strategy selected by CW. However, this transition process may take some time to accomplish. Some investments may not be unwound for a lengthy period of time for a variety of reasons that may include unwarranted low share prices, restrictions on trading, contractual restrictions on liquidity, or market-related liquidity concerns. In some cases, there may be securities or investments that are never able to be sold. The inability to transition a client's holdings into recommendations of CW may adversely affect the client's account values, as CW's recommendations may not be able to be fully implemented.
- **Restriction Risk.** Clients may at all times place reasonable restrictions on the management of their accounts. However, placing these restrictions may make managing the accounts more difficult, thus lowering the potential for returns.
- **Risks Related to Investment Term & Liquidity.** Securities do not follow a straight line up in value. All securities will have periods of time when the current price of the security is not an accurate measure of its value. If you require us to liquidate your portfolio during one of these periods, you will not realize as much value as you would have had the investment had the opportunity to regain its value. Further, some investments are made with the intention of the investment appreciating over an extended period of time. Liquidating these investments prior to their intended time horizon may result in losses.

- **REITs:** In limited circumstances, CW may recommend that portions of client portfolios be allocated to real estate investment trusts, otherwise known as “REITs”. A REIT is an entity, typically a trust or corporation, that accepts investments from a number of investors, pools the money, and then uses that money to invest in real estate through either actual property purchases or mortgage loans. While there are some benefits to owning REITs, which include potential tax benefits, income and the relatively low barrier to invest in real estate as compared to directly investing in real estate, REITs also have some increased risks as compared to more traditional investments such as stocks, bonds, and mutual funds. First, real estate investing can be highly volatile. Second, the specific REIT chosen may have a focus such as commercial real estate or real estate in a given location. Such investment focus can be beneficial if the properties are successful, but lose significant principal if the properties are not successful. REITs may also employ significant leverage for the purpose of purchasing more investments with fewer investment dollars, which can enhance returns but also enhances the risk of loss. The success of a REIT is highly dependent upon the manager of the REIT. Clients should ensure they understand the role of the REIT in their portfolio.
- **MLPs:** CW may recommend that portions of client portfolios be allocated to master limited partnerships, otherwise known as “MLPs”. An MLP is a publicly traded entity that is designed to provide tax benefits for the investor. In order to preserve these benefits, the MLP must derive most, if not all, of its income from real estate, natural resources and commodities. While MLPs may add diversification and tax favored treatment to a client’s portfolio, they also carry significant risks beyond more traditional investments such as stocks, bonds and mutual funds. One such risk is management risk-the success of the MLP is dependent upon the manager’s experience and judgment in selecting investments for the MLP. Another risk is the governance structure, which means the rules under which the entity is run. The investors are the limited partners of the MLP, with an affiliate of the manager typically the general partner. This means the manager has all of the control in running the entity, as opposed to an equity investment where shareholders vote on such matters as board composition. There is also a significant amount of risk with the underlying real estate, resources or commodities investments. Clients should ask CW any questions regarding the role of MLPs in their portfolio.
- **International Investing:** Investing outside of the United States, especially in emerging markets, can have special or enhanced risks. The most obvious are political risk (changes in local politics can have a vast impact on the markets in that country as well as regulations affecting given issuers) and currency risk (changes in exchange rates between the dollar and the local denominations can materially affect the value of the security even if the underlying fundamentals and market price are stagnant). There are other risks, including enhanced liquidity risk, meaning that while domestic equities and mutual funds are generally easily liquidated (though there may be a risk of loss due to the timing of the sale), equities in other jurisdictions may be subject to the circumstances of lower overall market volume and fewer companies on an emerging exchange. In addition, there may be less information and less transparency in a foreign market or from a foreign company. Foreign markets impose different rules than domestic markets, which may not be to an investor's advantage. Also, companies in foreign jurisdictions are generally able to avail themselves of local laws and venues, meaning that legal remedies for U.S. investors may not be as easily obtained as in the U.S.
- **Excess Cash Balance Risk:** Client accounts may have cash balances in excess of \$250,000, which is the insurance limit of the Federal Deposit Insurance Corporation. For cash balances in excess of that amount, there is an enhanced risk that operation related counterparty risk related to the account custodian could cause losses in the account. We mitigate this risk by carrying cash balances in amounts either subject to protection or as limited as you, the client, directs. You may elect to participate in a “cash sweep” program through your account custodian which automatically moves excess cash from your investment account into a cash account and then invests that cash into cash based investments, such as money market funds. We do not receive compensation of any kinds for facilitating your participation in such cash sweep accounts.

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**ITEM 9: DISCIPLINARY INFORMATION**

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There are no disciplinary items to report.

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**ITEM 10: OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS**

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A. Broker-dealer

None of the principals of CW, nor any related persons are registered, or have an application pending to register, as a broker dealer or as an associated person of the foregoing entities.

B. Futures Commission Merchant/Commodity Trading Advisor

Neither the principals of CW, nor any related persons are registered, or have an application pending to register, as a futures commission merchant, commodity pool operator, a commodity trading advisor, or an associated person of the foregoing entities.

C. Relationship with Related Persons

Certain professionals of CW are separately licensed as independent insurance agents. As such, these professionals may conduct insurance product transactions for CW clients, in their capacity as licensed insurance agents, and will receive customary commissions for these transactions in addition to any compensation received in his capacity as employees of CW. Commissions from the sale of insurance products will not be used to offset or as a credit against advisory fees. These professionals therefore have incentive to recommend insurance products based on the compensation to be received, rather than on a client's needs. The receipt of additional fees for insurance commissions is therefore a conflict of interest, and clients should be aware of this conflict when considering whether to engage CW or utilize these professionals to implement any insurance recommendations. CW attempts to mitigate this conflict of interest by disclosing the conflict to clients, and informing the clients that they are always free to purchase insurance products through other agents that are not affiliated with CW, or to determine not to purchase the insurance product at all. CW also attempts to mitigate the conflict of interest by requiring employees to acknowledge in the firm's Code of Ethics, their individual fiduciary duty to the clients of CW, which requires that employees put the interests of clients ahead of their own.

Brian CodCW also assists business owners from time to time in implementing benefits that help them attract and retain employees. Examples of these benefits (but not limited to) are group sponsored health insurance, dental insurance, life insurance, long and/or short term disability income insurance, and vision insurance. CW can assist businesses offer their employees' voluntary benefits as well. CW would then be compensated directly in the form a service fee/commission from the insurance carrier issuing the product.

D. Recommendations of other Advisers

CW occasionally recommends other advisers, but in no event will CW receive any compensation, directly or indirectly from those advisers. For more information regarding CW use of third-party managers, please see response to Item 8 for a full discussion.

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

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- A. A copy of our Code of Ethics is available upon request. Our Code of Ethics includes discussions of our fiduciary duty to clients, political contributions, gifts, entertainment, and trading guidelines.
- B. Not applicable. CW does not recommend to clients that they invest in any security in which CW or any principal thereof has any financial interest.
- C. On occasion, an employee of CW may purchase for his or her own account securities which are also recommended for clients. Our Code of Ethics details rules for employees regarding personal trading and avoiding conflicts of interest related to trading in one's own account. To avoid placing a trade before a client (in the case of a purchase) or after a client (in the case of a sale), all employee trades are reviewed by the Compliance Officer. All employee trades must either take place in the same block as a client trade or sufficiently apart in time from the client trade so the employee receives no added benefit. Employee statements are reviewed to confirm compliance with the trading procedures.
- D. On occasion, an employee of CW may purchase for his or her own account securities which are also recommended for clients at the same time the clients purchase the securities. Our Code of Ethics details rules for employees regarding personal trading and avoiding conflicts of interest related to trading in one's own account. To avoid placing a trade before a client (in the case of a purchase) or after a client (in the case of a sale), all employee trades are reviewed by the Compliance Officer. All employee trades must either take place in the same block as a client trade or sufficiently apart in time from the client trade so the employee receives no added benefit. Employee statements are reviewed to confirm compliance with the trading procedures.

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**ITEM 12: BROKERAGE PRACTICES**

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A. Recommendation of Broker-Dealer

CW does not maintain custody of client assets, though CW may be deemed to have custody if a client grants CW authority to debit fees directly from their account (see Item 15 below). Assets will be held with a qualified custodian, which is typically a bank or broker-dealer. CW recommends that investment accounts be held in custody by Schwab Advisor Services ("Schwab"), which is a qualified custodian. CW is independently owned and operated and is not affiliated with Schwab. Schwab will hold your assets in a brokerage account and buy and sell securities when CW instructs them to, which CW does in accordance with its agreement with you. While CW recommends that you use Schwab as custodian/broker, you will decide whether to do so and will open your account with Schwab by entering into an account agreement directly with them. CW does not open the account for you, although CW may assist you in doing so. Even though your account is maintained at Schwab, we can still use other brokers to execute trades for your account as described below (see "Your brokerage and custody costs").

**How we select brokers/custodians**

We seek to recommend a custodian/broker that will hold your assets and execute transactions on terms that are, overall, most advantageous when compared with other available providers and their services. We consider a wide range of factors, including both quantitative (ex: costs) and qualitative (execution, reputation, service) factors. We do not consider whether Schwab or any other broker-dealer/custodian, refers clients to CW as part of our evaluation of these broker-dealers.

## **Your brokerage and custody costs**

For our clients' accounts that Schwab maintains, Schwab generally does not charge you separately for custody services but is compensated by charging you commissions or other fees on trades that it executes or that settle into your Schwab account. In addition to commissions, Schwab charges you a flat dollar amount as a "prime broker" or "trade away" fee for each trade that we have executed by a different broker-dealer but where the securities bought or the funds from the securities sold are deposited (settled) into your Schwab account. These fees are in addition to the commissions or other compensation you pay the executing broker-dealer. Because of this, in order to minimize your trading costs, we have Schwab execute most trades for your account. We have determined that having Schwab execute most trades is consistent with our duty to seek "best execution" of your trades. Best execution means the most favorable terms for a transaction based on all relevant factors, including those listed above (see "How we select brokers/custodians").

## **Products and services available to us from Schwab**

Schwab Advisor Services™ (formerly called Schwab Institutional®) is Schwab's business serving independent investment advisory firms like CW. They provide CW and our clients with access to its institutional brokerage services (trading, custody, reporting, and related services), many of which are not typically available to Schwab retail customers. Schwab also makes available various support services. Some of those services help CW manage or administer our clients' accounts, while others help CW manage and grow our business. Schwab's support services are generally available on an unsolicited basis (we don't have to request them) and at no charge to CW. Following is a more detailed description of Schwab's support services:

### *Services that benefit you.*

Schwab's institutional brokerage services include access to a broad range of investment products, execution of securities transactions, and custody of client assets. The investment products available through Schwab include some to which we might not otherwise have access or that would require a significantly higher minimum initial investment by our clients. Schwab's services described in this paragraph generally benefit you and your account.

### *Services that may not directly benefit you.*

Schwab also makes available to us other products and services that benefit us but may not directly benefit you or your account. These products and services assist us in managing and administering our clients' accounts. They include investment research, both Schwab's own and that of third parties. We may use this research to service all or a substantial number of our clients' accounts, including accounts not maintained at Schwab. In addition to investment research, Schwab also makes available software and other technology that:

- Provide access to client account data (such as duplicate trade confirmations and account statements)
- Facilitate trade execution and allocate aggregated trade orders for multiple client accounts
- Provide pricing and other market data
- Facilitate payment of our fees from our clients' accounts
- Assist with back-office functions, recordkeeping, and client reporting

### *Services that generally benefit only us.*

Schwab also offers other services intended to help us manage and further develop our business enterprise. These services include:

- Educational conferences and events
- Consulting on technology, compliance, legal, and business needs
- Publications and conferences on practice management and business succession
- Access to employee benefits providers, human capital consultants, and insurance providers

Schwab may provide some of these services itself. In other cases, it will arrange for third-party vendors to provide the services to us. Schwab may also discount or waive its fees for some of these services or pay all or a part of a third party's fees. Schwab may also provide us with other benefits, such as occasional business entertainment of our personnel.

### **Our interest in Schwab's services**

The availability of these services from Schwab benefits us because we do not have to produce or purchase them. We don't have to pay for Schwab's services. These services are not contingent upon us committing any specific amount of business to Schwab in trading commissions or assets in custody. We may have an incentive to recommend that you maintain your account with Schwab, based on our interest in receiving Schwab's services that benefit our business rather than based on your interest in receiving the best value in custody services and the most favorable execution of your transactions. This is a potential conflict of interest. We believe, however, that our selection of Schwab as custodian and broker is in the best interests of our clients. Our selection is primarily supported by the scope, quality, and price of Schwab's services (see "How we select brokers/ custodians") and not Schwab's services that benefit only us.

We do not consider whether Schwab or any other broker-dealer/custodian, refers clients to CW as part of our evaluation of these broker-dealers.

### **B. Aggregating Trades**

Commission costs per client may be lower on a particular trade if all clients in whose accounts the trade is to be made are executed at the same time. This is called aggregating trades. Instead of placing a number of trades for the same security for each account, we will, when appropriate, execute one trade for all accounts and then allocate the trades to each account after execution. If an aggregate trade is not fully executed, the securities will be allocated to client accounts on a *pro rata* basis, except where doing so would create an unintended adverse consequence (For example, if a *pro rata* division would result in a client receiving a fraction of a share, or a position in the account of less than 1%.)

### **Directed Brokerage**

CW allows clients to direct brokerage. "Directing" brokerage means choosing to maintain all or some of their assets with a broker-dealer that is not recommended by CW. CW may be unable to achieve most favorable execution of client transactions if clients choose to direct brokerage. This may cost clients' money because without the ability to direct brokerage CW may not be able to aggregate orders to reduce transactions costs resulting in higher brokerage commissions and less favorable prices. Not all investment advisers allow their clients to direct brokerage.

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## **ITEM 13: REVIEW OF ACCOUNTS**

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All accounts and corresponding financial plans will be managed on an ongoing basis, with formal reviews with the client by a member of senior management, specifically the managing member, on at least an annual basis. However, it is expected that market conditions, changes in a particular client's account, or changes to a client's circumstances will trigger a review of accounts.

The annual report in writing will include information related to portfolio performance. Clients will receive statements directly from their account custodian, as well as copies of all trade confirmations directly from their account custodian. Clients will also receive a bill itemizing the fees to be debited, including the formula used to calculate the fee, the amount of assets the fee is based, and the time period covered by the fee.

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**ITEM 14: CLIENT REFERRALS AND OTHER COMPENSATION**

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A. Economic Benefit Provided by Third Parties for Advice Rendered to Client.

*Please refer to Item 12, where we discuss recommendation of Broker-Dealers.*

B. Compensation to Non-Advisory Personnel for Client Referrals.

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

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**ITEM 15: CUSTODY**

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CW deducts fees from client accounts, but would not have custody of client funds otherwise. Clients will receive statements directly from their account custodian, as well as copies of all trade confirmations directly from their account custodian.

Clients whose fees are directly debited will provide written authorization to debit advisory fees from their accounts held by a qualified custodian chosen by the client. Each quarter, clients will receive a statement from their account custodian showing all transactions in their account, including the fee. Clients will also receive a bill itemizing the fees to be debited, including the formula used to calculate the fee, the amount of assets the fee is based, and the time period covered by the fee. The invoice will also state that the fee was not independently calculated by the custodian.

We encourage clients to carefully review the statements and confirmations sent to them by their custodian, and to compare the information on your monthly report prepared by CW against the information in the statements provided directly from their account custodian. Please alert us of any discrepancies.

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**ITEM 16: INVESTMENT DISCRETION**

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When CW is engaged to provide asset management services on a discretionary basis, we will monitor your accounts to ensure that they are meeting your asset allocation requirements. If any changes are needed to your investments, we will make the changes. These changes may involve selling a security or group of investments and buying others or keeping the proceeds in cash. You may at any time place restrictions on the types of investments we may use on your behalf, or on the allocations to each security type. You may receive at your request written or electronic confirmations from your account custodian after any changes are made to your account. You will also receive monthly statements from your account custodian. Clients engaging us on a discretionary basis will be asked to execute a Limited Power of Attorney (granting us the discretionary authority over the client accounts) as well as an Investment Management Agreement that outlines the responsibilities of both the client and CW.

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**ITEM 17: VOTING CLIENT SECURITIES**

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Copies of our Proxy Voting Policies are available upon request.

From time to time, shareholders of stocks, mutual funds, exchange traded funds or other securities may be permitted to vote on various types of corporate actions. Examples of these actions include mergers, tender offers, or board elections. Clients are required to vote proxies related to their investments, or to choose not to vote their proxies. CW will not accept authority to vote client securities. Clients will receive their proxies directly from the custodian for the client account. CW will not give clients advice on how to vote proxies.

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**ITEM 18: FINANCIAL INFORMATION**

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CW does not require the prepayment of fees more than six (6) months or more in advance and therefore has not provided a balance sheet with this brochure.

There are no material financial circumstances or conditions that would reasonably be expected to impair our ability to meet our contractual obligations to our clients.



**FORM ADV PART 2B BROCHURE SUPPLEMENT**

**Jordan Code**



4830 W. Kennedy Blvd., Suite 875  
Tampa, FL 33609

(813) 287-8775

**May 12, 2021**

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This Brochure Supplement provides information about Jordan Code that supplements the Code Waechter LLC Brochure. You should have received a copy of that Brochure. Please contact us at (813) 287-8775 if you have any questions about the contents of this supplement. Registration does not imply any certain level of skill or training.

Additional information about Jordan Code is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

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**ITEM 2: EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE**

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**Jordan Code, Born: 1980**

**EDUCATION:**

B.S. in Accounting, University of Florida, 2003

**BUSINESS EXPERIENCE:**

Code Waechter LLC, Managing Member, 08/2017 – Present

Code Smith Benefits PLLC, Managing Partner, 1/2007- Present

Code Waechter Financial, LLP, Managing Member, 1/2018-Present

MassMutual Life Insurance Company, Agent, 10/2005 – Present

MML Investors Services, Inc., Registered Representative, 10/2005 – 12/2017

Code Smith Financial, LLP, Associate, 03/2005 – 12/2017

**PROFESSIONAL DESIGNATIONS:**

CLU® (Chartered Life Underwriter®)<sup>i</sup>

ChFC® (Chartered Financial Consultant®)<sup>ii</sup>

Certified Financial Planner<sup>TMiii</sup>

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**ITEM 3: DISCIPLINARY INFORMATION**

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Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item for Mr. Code.

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**ITEM 4: OTHER BUSINESS ACTIVITIES**

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Jordan also assists business owners from time to time in implementing benefits that help them attract and retain employees. Examples of these benefits (but not limited to) are group sponsored health insurance, dental insurance, life insurance, long and/or short term disability income insurance, and vision insurance. Jordan can assist businesses offer their employees' voluntary benefits as well. Jordan would then be compensated directly in the form a service fee/commission from the insurance carrier issuing the product.

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**ITEM 5: ADDITIONAL COMPENSATION**

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Other than salary, annual bonuses, or regular bonuses, Mr. Code does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through CW.

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**ITEM 6: SUPERVISION**

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Mr. Code is a principal of the firm, and is supervised by the firm's Chief Compliance Officer, Lauren Gretchen. Additionally, all employees of CW are required to follow the supervisory guidelines and procedures manual which is designed to ensure compliance with securities laws in the states where CW is registered.

**FORM ADV PART 2B BROCHURE SUPPLEMENT**

**Brian Code**



4830 W. Kennedy Blvd., Suite 875  
Tampa, FL 33609

(813) 287-8775

**May 12, 2021**

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This Brochure Supplement provides information about Brian Code that supplements the Code Waechter LLC Brochure. You should have received a copy of that Brochure. Please contact us at (813) 287-8775 if you have any questions about the contents of this supplement. Registration does not imply any certain level of skill or training.

Additional information about Brian Code is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

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**ITEM 2: EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE**

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**Brian Code, Born: 1953**

**EDUCATION:**

B.A. in Business Administration with Major in Accounting, University of South Florida, 1976

**BUSINESS EXPERIENCE:**

Code Waechter LLC, Managing Member, 08/2017 – Present

Code Smith Benefits PLLC, Managing Partner, 1/2007- Present

Code Waechter Financial, LLP, Managing Member, 1/2018-Present

MassMutual Life Insurance Company, Agent, 03/1996 – Present

MML Investors Services, Inc., Registered Representative, 03/1996 – 12/2017

Code Smith Financial, LLP, Partner, 06/1983 – 12/2017

**PROFESSIONAL DESIGNATIONS:**

CLU® (Chartered Life Underwriter®)<sup>i</sup>

ChFC® (Chartered Financial Consultant®)<sup>ii</sup>

Certified Financial Planner<sup>TMiii</sup>

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**ITEM 3: DISCIPLINARY INFORMATION**

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Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item for Mr. Code.

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**ITEM 4: OTHER BUSINESS ACTIVITIES**

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Brian also assists business owners from time to time in implementing benefits that help them attract and retain employees. Examples of these benefits (but not limited to) are group sponsored health insurance, dental insurance, life insurance, long and/or short term disability income insurance, and vision insurance. Brian can assist businesses offer their employees' voluntary benefits as well. Brian would then be compensated directly in the form a service fee/commission from the insurance carrier issuing the product.

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**ITEM 5: ADDITIONAL COMPENSATION**

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Other than salary, annual bonuses, or regular bonuses, Mr. Code does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through CW.

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**ITEM 6: SUPERVISION**

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Mr. Code is a principal of the firm, and is supervised by the firm's Chief Compliance Officer, Lauren Gretchen. Additionally, all employees of CW are required to follow the supervisory guidelines and procedures manual which is designed to ensure compliance with securities laws in the states where CW is registered.

ITEM 1: COVER SHEET

## FORM ADV PART 2B BROCHURE SUPPLEMENT

Scott Waechter



4830 W. Kennedy Blvd., Suite 875  
Tampa, FL 33609

(813) 287-8775

May 12, 2021

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This Brochure Supplement provides information about Scott Waechter that supplements the Code Waechter LLC Brochure. You should have received a copy of that Brochure. Please contact us at (813) 287-8775 if you have any questions about the contents of this supplement. Registration does not imply any certain level of skill or training.

Additional information about Scott Waechter is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

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**ITEM 2: EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE**

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**Scott Waechter, Born: 1983**

**EDUCATION:**

B.S. in Mechanical Engineering, University of Florida, 2005

**BUSINESS EXPERIENCE:**

Code Waechter LLC, Managing Member, 08/2017 – Present

Code Waechter Financial, LLP, Managing Member, 1/2018-Present

MassMutual Life Insurance Company, Agent, 09/2007 – Present

MML Investors Services, Inc., Registered Representative, 09/2007 – 12/2017

Code Smith Financial, LLP, Associate, 06/2007 – 12/2017

**PROFESSIONAL DESIGNATIONS:**

CLU® (Chartered Life Underwriter®)<sup>i</sup>

ChFC® (Chartered Financial Consultant®)<sup>ii</sup>

Certified Financial Planner<sup>TMiii</sup>

Chartered Financial Analyst<sup>iv</sup>

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**ITEM 3: DISCIPLINARY INFORMATION**

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Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item for Mr. Waechter.

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**ITEM 4: OTHER BUSINESS ACTIVITIES**

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Scott also assists business owners from time to time in implementing benefits that help them attract and retain employees. Examples of these benefits (but not limited to) are group sponsored health insurance, dental insurance, life insurance, long and/or short term disability income insurance, and vision insurance. Scott can assist businesses offer their employees' voluntary benefits as well. Scott would then be compensated directly in the form a service fee/commission from the insurance carrier issuing the product.

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**ITEM 5: ADDITIONAL COMPENSATION**

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Other than salary, annual bonuses, or regular bonuses, Mr. Waechter does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through CW.

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**ITEM 6: SUPERVISION**

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Mr. Waechter is a principal of the firm, and is supervised by the firm's Chief Compliance Officer, Lauren Gretchen. Additionally, all employees of CW are required to follow the supervisory guidelines and procedures manual which is designed to ensure compliance with securities laws in the states where CW is registered.

**FORM ADV PART 2B BROCHURE SUPPLEMENT**

**Michael Stump**



4830 W. Kennedy Blvd., Suite 875  
Tampa, FL 33609

(813) 287-8775

**May 12, 2021**

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This Brochure Supplement provides information about Michael Stump that supplements the Code Waechter LLC Brochure. You should have received a copy of that Brochure. Please contact us at (813) 287-8775 if you have any questions about the contents of this supplement. Registration does not imply any certain level of skill or training.

Additional information about Michael Stump is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

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**ITEM 2: EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE**

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**Michael Stump, Born: 1989**

**EDUCATION:**

B.S. in Commerce, Financial Concentration, University of Virginia, 2012

**BUSINESS EXPERIENCE:**

Code Waechter LLC, Managing Member, 03/2019 – Present

KLH Capital Partners, LP, Analyst, 07/2012 – 02/2019

**PROFESSIONAL DESIGNATIONS:**

Certified Financial Planner<sup>TMiii</sup>

Chartered Financial Analyst<sup>iv</sup>

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**ITEM 3: DISCIPLINARY INFORMATION**

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Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item for Mr. Stump.

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**ITEM 4: OTHER BUSINESS ACTIVITIES**

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Mr. Stump does not have any other business activities to disclose.

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**ITEM 5: ADDITIONAL COMPENSATION**

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Other than salary, annual bonuses, or regular bonuses, Mr. Stump does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through CW.

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**ITEM 6: SUPERVISION**

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Mr. Stump is supervised by the firm's Chief Compliance Officer, Lauren Gretchen. Additionally, all employees of CW are required to follow the supervisory guidelines and procedures manual which is designed to ensure compliance with securities laws in the states where CW is registered.

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<sup>i</sup> CLU® (Chartered Life Underwriter®) - Since 1927, the CLU® has been the respected risk management credential for advisors. Designees have completed eight or more college-level courses representing an average study time of 400 hours. Topics for required courses include insurance and financial planning, life insurance law, estate planning, and planning for business owners and professionals. Elective courses include such advanced topics as income taxes, group benefits, retirement planning, and health insurance. CLU® designees must meet experience and continuing education requirements and must adhere to a high ethical standard. The mark is awarded by The American College, a non-profit educator with the top level of academic accreditation.

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ii ChFC® (Chartered Financial Consultant®) - The ChFC® designation has been a mark of excellence for almost thirty years and currently requires nine college-level courses, the most of any financial planning credential. Average study time to earn the ChFC® exceeds 450 hours. Required courses cover extensive education and application training in financial planning, income taxation, investments, and estate and retirement planning. Additional electives are chosen from such topics as macroeconomics, financial decisions for retirement, and executive compensation. ChFC® designees must meet experience requirements and adhere to continuing education and ethical standards. The credential is awarded by The American College, a non-profit educator founded in 1927 and the highest level of academic accreditation.

iii 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. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

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, administered in 10 hours over a two-day period, 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.

iv The Chartered Financial Analyst (CFA) designation is a globally respected, graduate-level investment credential established in 1962 and awarded by the CFA Institute, the largest global association of investment professionals.

To earn the CFA designation, candidates must (1) pass three sequential, six-hour examinations, (2) have at least four years of qualified professional investment experience, (3) join the CFA Institute as members, and (4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

*High Ethical Standards* - The CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, requires CFA charterholders to:

- Place their clients’ interests ahead of their own
- Maintain independence and objectivity
- Act with integrity
- Maintain and improve their professional competence
- Disclose conflicts of interest and legal matters

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*Global Recognition* - Passing the three CFA exams is a difficult feat that requires extensive study (successful candidates report spending an average of 300 hours of study at each level). Earning the CFA charter demonstrates mastery of many of the advanced skills needed for investment analysis and decision-making in today's quickly evolving global financial industry. As a result, employers and clients are increasingly seeking CFA charterholders, often making the charter a prerequisite for employment.

Additionally, regulatory bodies in 19 countries recognize the CFA charter as a proxy for meeting certain licensing requirements. More than 125 colleges and universities around the world have incorporated a majority of the CFA Program curriculum into their own finance courses.

*Comprehensive and Current Knowledge* - The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA Program test proficiency in a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning.

The CFA Program curriculum is updated every year by experts from around the world to ensure that candidates learn the most relevant and practical new tools, ideas, and investment management skills to reflect the dynamic and complex nature of the profession.

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## **CODE WAECHTER LLC**

### **Privacy Notice**

This notice is being provided to you in accordance with the Securities and Exchange Commission's rule regarding the privacy of consumer financial information ("Regulation S-P"). Please take the time to read and understand the privacy policies and procedures that we have implemented to safeguard your nonpublic personal information.

#### **INFORMATION WE COLLECT**

Code Waechter LLC must collect certain personally identifiable financial information about its clients to ensure that it offers the highest quality financial services and products. The personally identifiable financial information which we gather during the normal course of doing business with you may include:

1. information we receive from you on applications or other forms;
2. information about your transactions with us, our affiliates, or others;
3. information collected through an Internet "cookie" (an information collecting device from a web server); and
4. information we receive from a consumer reporting agency.

#### **INFORMATION WE DISCLOSE**

We do not disclose any nonpublic personal information about our clients or former clients to anyone, except as permitted by law. We do not disclose your personal information to any third party for the purpose of allowing that party to market other products to you. In accordance with Section 248.13 of Regulation S-P, we may disclose all of the information we collect, as described above, to certain nonaffiliated third parties such as attorneys, accountants, auditors and persons or entities that are assessing our compliance with industry standards. We enter into contractual agreements with all nonaffiliated third parties that prohibit such third parties from disclosing or using the information other than to carry out the purposes for which we disclose the information.

#### **CONFIDENTIALITY AND SECURITY**

We restrict access to nonpublic personal information about you to those employees who need to know that information to provide financial products or services to you. We maintain physical, electronic, and procedural safeguards that comply with federal standards to guard your nonpublic personal information.