

Item 1 Cover Page

Maven Wealth Management
8509 Pennegrove Circle
Charlotte, NC 28214

May 27, 2021

This brochure provides information about the qualifications and business practices of Maven Wealth Management. If you have any questions about the contents of this brochure, please contact us at (530) 902-9561 or will@mavinvesting.com. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority. Registration as a registered investment advisor does not imply a certain level of skill or training.

Additional information about Maven Wealth Management also is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Material Changes

This is a new brochure and there has not been a previous annual update. Therefore, there are no changes to report.

Item 3 Table of Contents

Brochure

Item 1 Cover Page	i
Item 2 Material Changes.....	ii
Item 3 Table of Contents	iii
Item 4 Advisory Business	2
Item 5 Fees and Compensation	3
Item 6 Performance-Based Fees and Side-by-Side Management.....	3
Item 7 Types of Clients.....	4
Item 8 Methods of Analysis, Investment Strategies and Risk of Loss	4
Item 9 Disciplinary Information	7
Item 10 Other Financial Industry Activities and Affiliations	7
Item 11 Code of Ethics, Participation or Interest in Client Transactions and Personal Trading	7
Item 12 Brokerage Practices	8
Item 13 Review of Accounts	10
Item 14 Client Referrals and Other Compensation.....	10
Item 15 Custody.....	10
Item 16 Investment Discretion.....	11
Item 17 Voting Client Securities	11
Item 18 Financial Information	11
Item 19 Requirements for State-Registered Advisers.....	11

Brochure Supplement

Item 1 Cover Page for Brochure Supplement.....	13
Item 2 Educational Background and Business Experience	14
Item 3 Disciplinary Information	14
Item 4 Other Business Activities	14
Item 5 Additional Compensation.....	14
Item 6 Supervision	14
Item 7 Requirements for State-Registered Advisers.....	14

Item 4 Advisory Business

Maven Wealth Management is a new investment advisor firm registered with the North Carolina state securities regulators, and with a registration pending with the South Carolina state securities regulators.

The principal owner of Maven Wealth Management is William Merchad, CEO.

Advisory Services

Maven Wealth Management's ("Maven" or "Advisor") principal service is providing fee-based investment advisory services and financial planning services. The Advisor practices custom management of portfolios, on a discretionary basis, according to the client's objectives. The Advisor's primary approach is to use a tactical allocation strategy aimed at reducing risk and increasing performance. The Advisor may use any of the following: exchange listed securities, mutual funds, CDs, and municipal securities to accomplish this objective. The Advisor measures and selects mutual funds by using various criteria, such as the fund manager's tenure, and/or overall career performance. The Advisor may recommend, on occasion, redistributing investment allocations to diversify the portfolio in an effort to reduce risk and increase performance. The Advisor may recommend specific stocks to increase sector weighting and/or dividend potential. The Advisor may recommend employing cash positions as a possible hedge against market movement which may adversely affect the portfolio. The Advisor may recommend selling positions for reasons that include, but are not limited to, harvesting capital gains or losses, business or sector risk exposure to a specific security or class of securities, overvaluation or overweighting of the position(s) in the portfolio, change in risk tolerance of client, or any risk deemed unacceptable for the client's risk tolerance.

Financial Planning

In addition to investment supervisory services, Maven may provide Financial Planning Services to some of its clients. The Advisor's Financial Planning services may include recommendations for portfolio customization based on the client's investment objectives, goals and financial situation, recommendations relating to investment strategies as well as tailored investment advice. Financial planning may also include non-investment advice such as developing strategies to achieve retirement or other financial goals, tax optimization strategies, cash flow and budgeting analysis and recommendations, financing and financial education, estate planning, and asset protection strategies.

Maven will tailor its advisory services to its client's individual needs based on meetings and conversations with the client. If clients wish to impose certain restrictions on investing in certain securities or types of securities, the Advisor will address those restrictions with the client to have a clear understanding of the client's requirements.

Maven does not provide portfolio management services to wrap fee programs.

As of the approval date of the firm, Maven had no clients and therefore no client assets under management.

Item 5 Fees and Compensation

Asset Management Fees

Pursuant to an investment advisory contract signed by each client, the client will pay Maven a 0.50% annual management fee, payable monthly in arrears, based on the value of portfolio assets of the account on the last business day of the preceding month. New account fees will be prorated from the inception of the account to the end of the first month. Management fees are non-negotiable. Asset management fees will be directly deducted from the client account on a monthly basis by the qualified custodian. The client will give written authorization permitting the Advisor to be paid directly from their account held by the custodian. The custodian will send a statement at least quarterly to the client.

Fixed Fees

Maven will charge a fixed fee for comprehensive financial planning services in the range of \$1,000 to \$10,000 per plan as negotiated and contracted for with client in advance, based at the discretion of the Advisor. Fixed fees are based on the type and complexity of the client's personal and financial background, as well as the size of the management account or overall client relationship. Fixed fee-based clients are billed upon delivery of the financial plan to the client. If the fee is not paid by the client at the delivery of the financial plan, the client is required to pay the fee within five days of delivery of the financial plan. If the client terminates the Agreement with the Advisor prior to the Advisor's completion of the financial plan, any fees due the Advisor will be invoiced to the client and payable within 5 days of delivery of the invoice.

For each of the Advisor's services described above, the Client may terminate these services within five business days of the effective date of an Agreement signed with the Advisor without any payment of the Advisor's fee.

All fees paid to Maven for investment advisory services are separate and distinct from the expenses charged by mutual funds to their shareholders. These fees and expenses are described in each fund's prospectus. These fees will generally include a management fee and other fund expenses.

At no time will Maven accept or maintain custody of a client's funds or securities except for authorized fee deduction. Client is responsible for all custodial and securities execution fees charged by the custodian and executing broker-dealer. The Advisor's fee is separate and distinct from the custodian and execution fees.

Neither Maven nor its supervised persons accepts compensation for the sale of securities or other investment products, including asset-based sales charges or service fees from the sale of mutual funds.

Item 6 Performance-Based Fees and Side-by-Side Management

Maven does not charge performance-based fees.

Item 7 Types of Clients

The Advisor will offer its services to individuals, trusts, estates, or charitable organizations, and corporations or other business entities.

The Advisor does not have any minimum requirements for opening or maintaining an account.

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

The Advisor utilizes technical analysis techniques in formulating investment advice or managing assets for clients.

Technical analysis is a method of evaluating securities by relying on the assumption that market data, such as charts of price, volume and open interest can help predict future (usually short-term) market trends. Technical analysis assumes that market psychology influences trading in a way that enables predicting when a stock will rise or fall.

The investment strategies the Advisor will implement may include long term purchases of securities held at least for one year, short term purchases for securities sold within a year, and trading of securities sold within 30 days.

The methods of analysis and investment strategies followed by the Advisor are utilized across all of the Advisors clients, as applicable. One method of analysis or investment strategy is not more significant than the other as the Advisor is considering the client's portfolio, risk tolerance, time horizon and individual goals. However, the client should be aware that with any trading that occurs in the client account, the client will incur transaction and administrative costs.

Investing includes the risk that the value of an investment can be negatively affected by factors specifically related to the investment (e.g., capability of management, competition, new inventions by other companies, lawsuits against the company, labor issues, patent expiration, etc.), or to factors related to investing and the markets in general (e.g., the economy, wars, civil unrest or terrorism around the world, concern about oil prices or unemployment, etc.).

The primary risks in technical analysis are that the factors used to analyze the price, trends and volatility of a security may not be replicated, or the outcomes of such analysis will not be the same as in past periods where similar combinations existed. Because of the reliance on trends, technical analysis can signal buying at market peaks and selling at market troughs.

All investments involve some degree of risk. In finance, risk refers to the degree of uncertainty and/or potential financial loss inherent in an investment decision. In general, as investment risks rise, investors seek higher returns to compensate themselves for taking such risks. Clients need to be aware that investing in securities involves risk of loss that clients need to be prepared to bear.

The Advisor does primarily recommend that clients invest in exchange traded equity securities, mutual funds, CDs, and municipal bonds.

Mutual Fund Risks:

Every type of investment, including mutual funds, involves risk. Risk refers to the possibility that you will lose money (both principal and any earnings) or fail to make money on an investment. A fund's investment objective and its holdings are influential factors in determining how risky a fund is. Reading the prospectus will help you to understand the risk associated with that particular fund.

Generally speaking, risk and potential return are related. This is the risk/return trade-off. Higher risks are usually taken with the expectation of higher returns at the cost of increased volatility. While a fund with higher risk has the potential for higher return, it also has the greater potential for losses or negative returns. The school of thought when investing in mutual funds suggests that the longer your investment time horizon is the less affected you should be by short-term volatility. Therefore, the shorter your investment time horizon, the more concerned you should be with short-term volatility and higher risk.

Below is a list of some of the risks to consider when investing in mutual funds.

- **Call Risk.** The possibility that falling interest rates will cause a bond issuer to redeem—or call—its high-yielding bond before the bond's maturity date.
- **Country Risk.** The possibility that political events (a war, national elections), financial problems (rising inflation, government default), or natural disasters (an earthquake, a poor harvest) will weaken a country's economy and cause investments in that country to decline.
- **Credit Risk.** The possibility that a bond issuer will fail to repay interest and principal in a timely manner. Also called default risk.
- **Currency Risk.** The possibility that returns could be reduced for Americans investing in foreign securities because of a rise in the value of the U.S. dollar against foreign currencies. Also called exchange-rate risk.
- **Income Risk.** The possibility that a fixed-income fund's dividends will decline as a result of falling overall interest rates.
- **Industry Risk.** The possibility that a group of stocks in a single industry will decline in price due to developments in that industry.
- **Inflation Risk.** The possibility that increases in the cost of living will reduce or eliminate a fund's real inflation-adjusted returns.
- **Interest Rate Risk.** The possibility that a bond fund will decline in value because of an increase in interest rates.
- **Manager Risk.** The possibility that an actively managed mutual fund's investment adviser will fail to execute the fund's investment strategy effectively resulting in the failure of stated objectives.
- **Market Risk.** The possibility that stock fund or bond fund prices overall will decline over short or even extended periods. Stock and bond markets tend to move in cycles, with periods when prices rise and other periods when prices fall.
- **Principal Risk.** The possibility that an investment will go down in value, or "lose money," from the original or invested amount.

Risks of Investing in Stocks:

All investments involve some degree of risk. In finance, risk refers to the degree of uncertainty and/or potential financial loss inherent in an investment decision. In general, as investment risks rise, investors seek higher returns to compensate themselves for taking such risks.

Every saving and investment product has different risks and returns. Differences include how readily investors can get their money when they need it, how fast their money will grow, and how safe their money will be.

Business Risk

With a stock, you are purchasing a piece of ownership in a company. With a bond, you are loaning money to a company. Returns from both of these investments require that the company stays in business. If a company goes bankrupt and its assets are liquidated, common stockholders are the last in line to share in the proceeds. If there are assets, the company's bondholders will be paid first, then holders of preferred stock. If you are a common stockholder, you get whatever is left, which may be nothing.

Volatility Risk

Even when companies aren't in danger of failing, their stock price may fluctuate up or down. Large company stocks as a group, for example, have lost money on average about one out of every three years. Market fluctuations can be unnerving to some investors. A stock's price can be affected by factors inside the company, such as a faulty product, or by events the company has no control over, such as political or market events.

Liquidity Risk

This refers to the risk that investors won't find a market for their securities, potentially preventing them from buying or selling when they want. This can be the case with the more complicated investment products.

Certificates of Deposit (CD) Risks:

The risks associated with investing in CDs is relatively low compared to other investments. For example, CDs issued by banks are almost always insured by the Federal Deposit Insurance Corporation (FDIC) and have a fixed interest rate. However, CDs keep the same fixed interest rate for the entire term, regardless of how the market rates change. Thus, if interest rates rise the CD will continue paying a lower interest rate than is available in the market. Additionally, CD rates may not keep pace with rising inflation. Early withdrawal penalties can be large – the average penalty is three months' worth of interest for CDs with terms under one year, and six months' worth of interest for longer-term CDs. If not enough interest has been earned, the issuer may dip into the principal to pay the penalty. Some CDs have a call feature, which allows the bank to require the investor to cash in the CD after a certain period of time. Finally, CDs may be subject to bank failure risk, although CDs issued by a bank are typically subject to FDIC protection up to \$250,000. However, this only applies to the first \$250,000 of an amount invested in any single bank.

Municipal Securities Risks:

The risk that any individual municipal bond with a high credit rating will default is negligible. Below is a list of some of the risks to consider when investing in municipal securities.

- **Credit Risk.** The possibility that a bond issuer will fail to repay interest and principal in a timely manner. Also called default risk.
- **Interest Rate Risk.** The possibility that a bond will decline in value because of an increase in interest rates.
- **Headline Risk.** The likelihood that a bond will decrease in value as a result of adverse media, such as when a high-profile default makes headlines.

Item 9 Disciplinary Information

Neither Maven nor its management persons have had any legal or disciplinary events, currently or in the past.

Item 10 Other Financial Industry Activities and Affiliations

Neither Maven nor any of its management persons are registered, or have an application pending to register, as a broker-dealer or a registered representative of a broker-dealer.

Neither Maven nor any of its management 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.

Maven does not currently have any relationships or arrangements that are material to its advisory business or clients with either a broker-dealer, municipal securities dealer, or government securities dealer or broker, 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), other investment advisor or financial planner, futures commission merchant, commodity pool operator, or commodity trading advisor, banking or thrift institution, accountant or accounting firm, lawyer or law firm, insurance company or agency, pension consultant, real estate broker or dealer or sponsor of syndicator of limited partnerships.

Maven does not recommend or select other investment advisers for clients.

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

Maven is registered as a state registered investment advisor with the North Carolina state securities regulators, and with a registration pending with the South Carolina state securities regulators. Maven has adopted as an industry best practice a Code of Ethics that sets forth the basic policies of ethical conduct for all managers, officers, and employees of the adviser. In addition, the Code of Ethics governs personal trading by each employee of Maven deemed to be an Access Person and is intended to ensure that securities transactions effected by Access Persons of Maven are conducted in a manner that avoids any conflict of interest between such persons and clients of the adviser or its affiliates. Maven collects and maintains records of securities holdings and securities

transactions effected by Access Persons. These records are reviewed to identify and resolve conflicts of interest. Maven will provide a copy of the Code of Ethics to any client or prospective client upon request.

Maven does not recommend to clients, or buy or sell for client accounts, securities in which the firm or a related person has a material financial interest.

Maven and/or its investment advisor representatives may from time to time purchase or sell products that they may recommend to clients. This practice creates conflicts of interest in that personnel of Maven can take advantage of the advance knowledge of firm securities trading and trade their personal accounts ahead of the client trades or recommend trades in client accounts that may affect the price of the securities owned by the Investment Advisor Representatives. To mitigate these conflicts, Maven has adopted a Code of Ethics as noted above. Maven's Code of Ethics is available upon request. Finally, supervised persons of registered investment advisors are fiduciaries by law and are required to put the client's interest before those of the firm and themselves.

Maven requires that its investment advisor representatives follow its basic policies and ethical standards as set forth in its Code of Ethics.

Investment Advisor Representatives of Maven may trade for their own accounts securities that are being traded for client accounts at or about the same time. To mitigate the conflict of interest in such circumstances, Maven's policy is to require the trading of all relevant client accounts prior to the trading of their own accounts. The Chief Compliance Officer examines personal trading activities of Maven's personnel to verify compliance with this policy.

Item 12 Brokerage Practices

If requested by the client, Maven may suggest brokers or dealers to be used based on execution and custodial services offered, cost, quality of service and industry reputation. Maven will consider factors such as commission price, speed and quality of execution, client management tools, and convenience of access for both the Advisor and client in making its suggestion. Maven intends to recommend that clients use Altruist Financial LLC, a registered broker-dealer, member SIPC, as the qualified custodian.

Maven may receive proprietary research services or other products as a result of recommending a particular broker which may result in the client paying higher commissions than those obtainable through other brokers. If Maven does receive such products or services, it will follow procedures which ensure compliance with Section 28(e) of the Securities Exchange Act of 1934 or applicable state securities rules.

The firm seeks to obtain the most favorable net results for clients' price, execution quality, services and commissions. Although the firm seeks competitive commission rates, it may pay commissions on behalf of clients which may be higher than those available from other brokers in order to receive other services. The firm may enter into such transactions so long as it determines in good faith that the amount of commission paid was reasonable in relation to the value of the brokerage and

research services provided by the broker. The services that may be considered in this determination of reasonableness may include (1) advice, either directly or through publications or writing, as to the value of securities, the advisability of investing in, purchasing or selling securities, and the availability of securities or purchasers or sellers of securities; (2) analysis and reports concerning issuers, industries, securities, economic factors and trends, portfolio strategy, and the performance of accounts; or (3) effecting securities transactions and performing functions incidental thereto. Such research furnished by broker-dealers may be used to service any or all of Maven's clients and may be used in connection with accounts other than those that pay commissions to the broker-dealers providing the research. In particular, third-party research provided by broker-dealers may be used to benefit all of the firm's clients. This creates a conflict of interest in that the firm has an incentive to select or recommend a broker-dealer based on its interest in receiving the research or other products or services, rather than on the clients' interest in receiving most favorable execution.

Benefits received may be used as soft dollars provided that:

- The service is primarily for the benefit of Maven's clients
- The commission rates are competitive with rates charged by comparable broker-dealers; and
- Maven does not guarantee a minimum amount of commissions to any broker-dealer.

Maven does not receive client referrals from any broker-dealer or third party as a result of the firm selecting or recommending that broker-dealer to clients.

Maven recommends that all clients use a particular broker-dealer for execution and/or custodial services. The broker-dealer is recommended based on criteria such as, but not limited to, reasonableness of commissions charged to the client, tools and services made available to the client and the Advisor, and convenience of access to the account trading and reporting. The client will provide authority to Maven to direct all transactions through that broker-dealer in the investment advisory agreement.

As an investment advisory firm, Maven has a fiduciary duty to seek best execution for client transactions. While best execution is difficult to define and challenging to measure, there is some consensus that it does not solely mean the achievement of the best price on a given transaction. Rather, it appears to be a collective consideration of factors concerning the trade in question. Such factors include the security being traded, the price of the trade, the speed of the execution, apparent conditions in the market, and the specific needs of the client. Maven's primary objectives when placing orders for the purchase and sale of securities for client accounts is to obtain the most favorable net results taking into account such factors as 1) price, 2) size of order, 3) difficulty of execution, 4) confidentiality and 5) skill required of the broker. Maven may not necessarily pay the lowest commission or commission equivalent as specific transactions may involve specialized services on the part of the broker.

Maven does not permit clients to direct brokerage.

Maven may combine orders into block trades when more than one account is participating in the trade. This blocking or bunching technique must be equitable and potentially advantageous for

each such account (e.g. for the purposes of reducing brokerage commissions or obtaining a more favorable execution price). Block trading is performed when it is consistent with the duty to seek best execution and is consistent with the terms of Maven's investment advisory agreements. Equity trades are blocked based upon fairness to client, both in the participation of their account, and in the allocation of orders for the accounts of more than one client. Allocations of all orders are performed in a timely and efficient manner. All managed accounts participating in a block execution receive the same execution price (average share price) for the securities purchased or sold in a trading day. Any portion of an order that remains unfilled at the end of a given day will be rewritten on the following day as a new order with a new daily average price to be determined at the end of the following day. Due to the low liquidity of certain securities, broker availability may be limited. Open orders are worked until they are completely filled, which may span the course of several days. If an order is filled in its entirety, securities purchased in the aggregated transaction will be allocated among the accounts participating in the trade in accordance with the allocation statement. If an order is partially filled, the securities will be allocated pro rata based on the allocation statement. Maven may allocate trades in a different manner than indicated on the allocation statement (non-pro rata) only if all managed accounts receive fair and equitable treatment.

Item 13 Review of Accounts

The firm reviews client accounts on an annual basis, or when conditions would warrant a review based on market conditions or changes in client circumstances. Triggering factors may include Maven becoming aware of a change in client's investment objective, a change in market conditions, change of employment, or a change in recommended asset allocation weightings in the account that exceed a predefined guideline. Client accounts (and/or financial plans) are reviewed by William Merchad, CEO.

The client is encouraged to notify the Advisor and Investment Advisor Representative if changes occur in his/her personal financial situation that might materially affect his/her investment plan.

The client will receive written statements no less than quarterly from the custodian. In addition, the client will receive other supporting reports from mutual funds, asset managers, trust companies or other custodians, broker-dealers and others who are involved with client accounts. Maven does not deliver separate client reports.

Item 14 Client Referrals and Other Compensation

Maven is not compensated by anyone for providing investment advice or other advisory services except as previously disclosed in this Brochure.

Maven does not directly or indirectly compensate any person who is not a supervised person for client referrals.

Item 15 Custody

Maven does not have custody of client funds or securities, except for the withdrawal of advisory fees directly from client accounts (please see Item 5 which describes the safeguards around direct fee deduction). However, as noted in Item 13 above, clients will receive statements not less than quarterly from the qualified custodian, and we encourage you to review those statements carefully. Any discrepancies should be immediately brought to the firm's attention.

Item 16 Investment Discretion

Maven generally has discretion over the selection and amount of securities to be bought or sold in client accounts without obtaining prior consent or approval from the client for each transaction. However, these purchases or sales may be subject to specified investment objectives, guidelines, or limitations previously set forth by the client and agreed to by Maven.

Discretionary authority will only be provided upon full disclosure to the client. The granting of such authority will be evidenced by the client's execution of an Investment Advisory Agreement containing all applicable limitations to such authority. All discretionary trades made by Maven will be in accordance with each client's investment objectives and goals.

Item 17 Voting Client Securities

Maven will not vote, nor advise clients how to vote, proxies for securities held in client accounts. The client clearly keeps the authority and responsibility for the voting of these proxies. Also, Maven cannot give any advice or take any action with respect to the voting of these proxies. The client and Maven agree to this by contract. Clients will receive proxy solicitations from their custodian and/or transfer agent.

Item 18 Financial Information

Maven does not require or solicit prepayment of more than \$500 in fees per client, six months or more in advance, and is not required to file a balance sheet.

Maven has discretionary authority over client accounts and is not aware of any financial condition that will likely impair its ability to meet contractual commitments to clients. If Maven does become aware of any such financial condition, this brochure will be updated and clients will be notified.

Maven has never been subject to a bankruptcy petition.

Item 19 Requirements for State-Registered Advisers

William Merchad, CEO, was born in 1981. Mr. Merchad earned a Bachelor of Science degree in Managerial Economics, and a minor degree in Communications, from the University of California; and a Masters in Business Administration (MBA) in Finance & Investment Management from the University of Texas.

Mr. Merchad founded Maven and has served as its CEO since February 2021. Previously, Mr. Merchad has held the following positions:

- Regional Director at Dimensional Fund Advisors (05/2012 – 02/2021)
- Financial Advisor at Edward Jones (10/2007 – 06/2010)
- Institutional Sales Assistant at Wells Fargo (09/2006 – 09-2007)

Maven is not engaged in any other business other than giving investment advice.

Neither Maven nor Mr. Merchad are compensated for advisory services with performance-based fees.

Management of Maven have not been found liable in any arbitration, civil or disciplinary actions or administrative proceedings .

There are no material relationships maintained by Maven or its management persons with any issuers of securities.

Item 1 Cover Page for Brochure Supplement

William Merchad

Maven Wealth Management
8509 Pennegrove Circle
Charlotte, NC 28214

May 27, 2021

This brochure supplement provides information about William Merchad that supplements the Maven Wealth Management brochure. You should have received a copy of that brochure. Please contact William Merchad if you did not receive Maven Wealth Management's brochure or if you have any questions about the contents of this supplement.

Additional information about William Merchad is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Educational Background and Business Experience

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- Regional Director at Dimensional Fund Advisors (05/2012 – 02/2021)
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- Institutional Sales Assistant at Wells Fargo (09/2006 – 09-2007)

Item 3 Disciplinary Information

There are no legal or disciplinary events or proceedings to report concerning Mr. Merchad.

Item 4 Other Business Activities

Mr. Merchad is not actively engaged in any investment-related or non-investment-related business or occupation outside of Maven.

Item 5 Additional Compensation

Mr. Merchad does not receive compensation or other economic benefit from anyone who is not a client for providing advisory services.

Item 6 Supervision

Mr. Merchad is the CEO and Chief Compliance Officer of Maven and can be reached at (530) 902-9561. Mr. Merchad is the only individual that provides investment advice to clients. As the sole investment advisor representative of a single person firm, Mr. Merchad cannot be supervised, but is a fiduciary by law and is required to act in the best interests of clients.

Item 7 Requirements for State-Registered Advisers

Mr. Merchad has not been involved in an award or found liable in an arbitration claim, civil, or self-regulatory organization event or administrative proceeding, or been the subject of a bankruptcy petition.