

**Part 2A of Form ADV: Firm Brochure**

Item 1 Cover Page

**McBride Financial Advisors, LLC**

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This brochure provides information about the qualifications and business practices of McBride Financial Advisors, LLC. If you have questions about the contents of this brochure, please contact us at (206) 223-0561 or [mmcbride@seanet.com](mailto:mmcbride@seanet.com). The information in this brochure has not been approved or verified by the U.S. Securities and Exchange Commission or by any state securities authority.

Additional information about McBride Financial Advisors, LLC is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2 Material Changes

There are no material changes in this brochure from the last annual updating amendment of McBride Financial Advisors, LLC on 01/22/2021. Material changes relate to McBride Financial Advisors, LLC's policies, practices or conflicts of interests only.

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McBride Financial Advisors, LLC, (hereafter referred to as “McBride Financial”), was established in 1998 by Michael J. McBride, who remains as Principal and Owner. McBride Financial Advisors, LLC was registered as an investment advisor in 2001. He currently has over thirty years planning and investing experience.

Our firm provides comprehensive fee-based wealth management services to corporate executives, professionals, business owners and other affluent clients. We utilize a team approach, working with clients and other professionals, including CPAs and attorneys, to analyze and plan a client’s investment portfolio, estate plan, cash flow, income taxes, and retirement. Recommendations are based solely on the clients’ specific needs, circumstances and goals.

Our mission is to partner with clients to establish and achieve financial goals through objective planning and management of investment assets. Our purpose is to help build, manage and preserve wealth. We put our clients’ interest first, act with integrity and honesty, and strive for excellence in every facet of our practice. Our success is not measured by performance statistics, but by our clients’ success in achieving their goals.

#### **Client Services**

McBride Financial provides clients with financial planning, investment and non-investment consulting (insurance, estate planning and tax planning), and investment management services. Clients typically contract with us to provide initial and ongoing financial planning and investment management services on a fee-only basis. All services are tailored to fit the individual needs of each client. We assist clients as follows:

**Analyze Current Situation** – Review current financial situation to identify needs and goals.

**Develop Asset Allocation** – Enable clients to have an understanding of their tolerance for risk, tax situation, time horizon, and cash flow needs. Help clients define their investment goals and allocate assets among different asset classes and various investment styles in order to minimize risk and optimize return.

**Formalize Investment Plan** – Develop a written investment policy statement and asset allocation model detailing investment strategy and guidelines consistent with client’s goals and risk tolerance.

**Implementation** – Help clients select investment products and implement investment plan. We primarily implement investment recommendations with mutual funds, exchange-traded funds and other types of managed investments (collectively, “Funds”).

McBride Financial may use third party money managers for a portion of the client’s portfolio. McBride Financial may determine that a client’s portfolio is suited for a third party money manager, and recommend an appropriate money manager. The third party manager will have discretionary authority over the portion of client’s assets under management. Third party managers provide services for an additional fee. Fees are based on factors such as manager selected, account size, and investment strategy. Our fees are separate from fees charged by third party money managers. If a third party manager is used, client will sign a separate contract and disclosure documents.

**Monitoring and Supervision** – Provide ongoing advice regarding selection of investments and changes to the asset allocation, when appropriate. Quarterly performance reports are provided to clients, as well as monthly account statements from the custodian, TD Ameritrade. Our firm provides review, analysis, and monitoring of investments including performance and costs.

**Personal Financial Consulting** – McBride Financial also provides personal financial consulting to clients upon request. This typically includes analysis of net worth, cash flow projections, retirement planning, education savings and estate planning, as well as advice about real estate and insurance.

All reports, statement projections and analyses are intended exclusively for use in the development and execution of a client's financial plan. Statements are not considered complete financial statements. Clients should understand that such documents cannot be used to obtain credit or for purposes other than developing their personal financial plan. There will likely be differences between projected and actual results, as events and circumstances usually do not occur as expected and such differences may be material.

Analyses are highly dependent on certain economic assumptions clients must make about the future. Projections for returns are based on long-term historical average rates for all asset classes. Another important factor in the calculation of returns is the effect of inflation and tax rates.

As of 12/31/2021, McBride Financial Advisors, LLC manages total assets of \$ 151,000,000.00 on a non-discretionary basis. We currently do not manage discretionary accounts.

**CLIENT FEES:**

Fees are calculated as a percentage of assets under management. Fees are based on an annual cost.

1.0% for the first \$500,000 under management

0.5% for the next \$1,500,000

0.25% for amounts in excess of \$2,000,000

Example: For a \$700,000 portfolio, the fee would be as follows:

\$500,000 at 1%=\$5,000

\$200,000 at 0.5% = \$1,000

Total annual fee is \$6,000

McBride Financial requires clients to have a minimum of \$1,000,000 in investment assets.

**Timing and Payment of Fees**

Fees are payable quarterly in arrears on the day immediately following the end of the previous quarter. Quarterly fees are one-quarter of the total annual fee. Fees are based upon the net asset value of a client's portfolio as of the last day of the previous quarter. For this purpose, the client's portfolio consists of all accounts McBride Financial has established for the client and may include outside retirement plan accounts (i.e., company retirement accounts). On occasion, McBride Financial offers consulting services at the hourly rate of \$250.00.

Accounts opened mid-quarter are charged a prorated quarterly fee based on the number of days remaining in the quarter. Fees for subsequent interim investments or withdrawals are prorated from the date of occurrence to the end of the current quarter and are due and payable or creditable on the first day of the following quarter. Quarterly fees are deducted from client accounts. Client has the choice of having fees deducted from their account or being billed directly.

The investment management agreement may be terminated upon 30 days written notice by the client or McBride Financial. If the investment management agreement is terminated during a quarter, McBride Financial will charge based on the number of days accrued during that quarter.

**Fees for Third Party Financial Products and Services**

In addition to McBride Financial's fee, clients' assets invested in Funds or managed by third party money managers will be subject to the fees and expenses imposed by the Funds and third party money managers. Fund fees and expenses are set forth in the applicable prospectuses. Our current third party management fees are calculated at 1% annually for the first \$5 million under management. Fees imposed by third party money managers are disclosed in writing to clients by our firm at the time a client enters into an investment management agreement with us. Broker-dealers, such as TD Ameritrade, charge brokerage commissions and/or transaction fees for effecting such securities transactions (i.e., transaction fees are charged for certain no-load mutual funds, commissions are charged for individual equity and fixed income securities transactions). McBride Financial, when possible, uses mutual funds with no transaction fees. McBride Financial does use "load mutual funds", but clients are not charged a sales charge by TD Ameritrade. McBride Financial does not receive any compensation from any fund company (such as 12b-1 fees) or any other party.

**Miscellaneous**

In performing its services, McBride Financial is not required to verify information provided by the client or client's other professionals, and is expressly authorized to rely on the information. Each client is advised that it remains his/her responsibility to promptly notify McBride Financial if there is ever any change in his/her financial situation or investment objectives. We will not release any client information without expressed written or oral authorization.

## **Trade Errors**

As a fiduciary, McBride Financial has the responsibility to effect orders correctly, promptly and in the best interest of our clients. In the event an error occurs in the handling of any client transactions, due to our actions, or inaction, or actions of others, our policy is to seek to identify and correct any errors as promptly as possible without disadvantaging the client or benefiting McBride Financial in any way. If the error is the responsibility of McBride Financial, any client transaction will be corrected and our firm will be responsible for any client loss resulting from an inaccurate or erroneous order.

Our policy and practice is to monitor and reconcile all trading activity, identify and resolve any trade errors promptly, document each trade error with appropriate supervisory approval and maintain a trade error file.

## **Types of Investments**

McBride Financial also provides advice on the following:

- Asset allocation
- Stocks
- Bonds
- Closed-end funds
- Exchange-traded funds
- Unit investment trusts
- Insurance products
- Options
- Real estate investment trusts
- Master limited partnerships

## **Privacy Policy**

McBride Financial is committed to guarding the confidential information of our clients. We hold all personal information provided to our firm in the strictest confidence. This policy will help you understand the information we collect, how we use and protect the information, and the limited circumstances in which we may disclose certain information to others. A copy of this policy will be provided to clients on an annual basis.

## **Information We Collect**

During the ordinary course of business, we may collect and maintain the following types of non-public personal information about you so that we can effectively provide our services to you:

- Information you provide us directly via correspondence, application, other forms, telephone, in meetings, or otherwise (including name, address, social security number, date of birth, assets, account information, and other financial information);
- Information we receive and/or generate about your transactions with our company and others as part of managing your accounts (such as investment and other account transactions, balances, and statements); and
- Information we may receive from third parties with respect to your accounts (such as information provided to us by your legal, accounting or other professional advisors).

## **Safeguarding of Your Personal Information**

We restrict access to your information to only those individuals, including employees, who have a business or professional purpose for knowing the information in order to conduct your business and provide services to you. We maintain physical, electronic, and procedural safeguards that comply with applicable laws to protect your non-public personal information. We store all information onsite. We do not use a third-party storage vendor.

**Sharing of Information**

We will not disclose any personal information about our clients or former clients to any third party without the client's prior direction on approval, except as described below. We also require that those whom we share such information keep that information strictly confidential. Those instances where personal information may be shared on a limited basis include:

- Disclosures to companies that perform services on our behalf to assist us in providing our services to you (such as our technology consultants who assist us in maintaining our accounting and computer systems);
- Disclosures to companies necessary for us to manage and administer your account (such as providing account information to brokers and our custodians);
- Disclosures required by judicial or regulatory process, and under other circumstances permitted by law.
- Disclosures to professional organizations that we belong to in response to specific inquiries of our actions and/or services.

We will not sell any personal information about our clients or former clients to anyone.

Our firm does not solicit business or communicate with our clients on social networking sites such as Facebook, MySpace or Twitter.



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

McBride Financial does not engage in performance-based fees.

Item 7      Types of *Clients*

Our firm provides wealth management services to corporate executives, professionals, business owners and other affluent clients. The minimum amount (per client relationship) to open and maintain an account is \$1,000,000 in investment assets.

Investment direction and asset allocations are based on a number of factors, including:

- Time horizon
- Age
- Tax bracket
- Risk Tolerance
- Net Worth
- Income Needs

When we use managed products, the following factors are considered:

- Performance evaluation reports prepared by an objective third party that illustrate returns/risk return profile of the manager or other like type managers.
- History of consistent management, investment style, volatility and expenses.
- Detailed history of the fund manager.

Monitoring of Money Managers

On a timely basis, but no less than quarterly, review:

- Manager's adherence to their stated investment style
- Organizational changes or changes to investment style
- Comparison of manager's results to the appropriate indices

### **Portfolio Guidelines**

Domestic Equities:

- Equity holdings in any one company should not usually exceed more than 5% of the market value of the manager's portfolio. Industry sector weightings should not generally exceed three times that of the S&P 1,200.
- Equity portfolios should have moderate Betas and long-term positive Alphas. Managers should have a positive Sharpe ratio compared to like-type managers.
- These should be no-load funds and expense ratios should generally not exceed 1.25%.

Fixed Income/Bonds:

- Other than U.S. Government securities, there should be no more than 10% invested in any one issuer.
- At least 80% of the securities held in the portfolio should have a Moody's or Standard & Poor's credit quality rating of no less than A.

### **Risk of Loss**

McBride Financial does not guarantee rates of return. In all investments, there is an inherent risk of loss. Although broad diversification over time will reduce risk, there is no guarantee that over shorter market cycles, investments will not lose value.

Item 9      Disciplinary Information

No disciplinary actions have been taken against our firm.

Item 10      Other Financial Industry Activities and Affiliations

Principal attends industry conferences and workshops and participates in continuing education requirements annually.

Advisor is currently a licensed insurance agent, and may provide insurance services to clients. Advisor may refer business to a local insurance brokerage firm and may receive a commission for policies issued by insurance companies affiliated with the brokerage.

**Interest in Client Transactions**

The Principal of McBride Financial, may, from time to time, purchase or sell shares of the same funds, which are recommended to clients. Our firm maintains a policy against insider trading by any of its employees and affiliated persons and has procedures to monitor all personnel.

**Code of Ethics**

McBride Financial will always put the clients' best interest first. As defined by law, our firm will act as a fiduciary.

When selecting investments, McBride Financial will act as the client's agent, seeking the best investments at the best price at all times.

Though no one can promise superior investment returns, we will provide impartial advice and act with skill, care diligence and good judgment on behalf of clients.

We will provide full and fair disclosure of all important facts, including compensation/fees from providers of products and services we offer, as well as all fees we pay to others on clients' behalf.

We will disclose and fairly manage, in the client's favor, unavoidable conflicts.

To supervise compliance with its Code of Ethics, McBride Financial requires anyone associated with this practice with access to advisory recommendations provide annual securities holdings reports and quarterly transaction reports to the firm's Chief Compliance Officer. We require all employees to act in accordance with all Federal and State regulations governing registered investment advisory practices. Our Code of Ethics further includes the firm's policy prohibiting the use of material non-public information.

A copy of our Code of Ethics is available upon request.

At present, McBride Financial is recommending TD Ameritrade as our primary broker-dealer. We have considered the following factors in selecting a broker-dealer:

- Quality of overall execution of trading provided by the broker-dealer;
- Promptness of execution;
- Local offices;
- Technology capabilities;
- Electronic account documents;
- Commissions/transaction fees charged;
- Back office/service team capabilities and facilities, including software provided;
- Promptness and accuracy of statements;
- Financial strength of the broker-dealer;

Accordingly, McBride Financial will establish accounts for clients with TD Ameritrade Institutional, a FINRA-registered broker-dealer, member SIPC, to maintain custody of clients' assets, to affect trades, and to provide reporting for their accounts. Although we may recommend that clients establish accounts at TD Ameritrade, it is the client's decision to custody assets with them. McBride Financial Advisors, LLC is independently owned and operated and not affiliated with TD Ameritrade.

TD Ameritrade provides McBride Financial with access to its institutional trading and custody services, which are typically not available to TD Ameritrade retail investors. These services generally are available to independent investment advisors on an unsolicited basis. TD Ameritrade brokerage services include the execution of securities transactions, custody, research, and access to other investments, some that may only be available only to institutional investors or which would require a significantly higher minimum initial investment.

For accounts maintained in TD Ameritrade's custody, TD Ameritrade does not charge separately for custody services but is compensated by account holders through commissions and other transaction-related or asset-based fees for securities trades that are executed through TD Ameritrade or that settle into Ameritrade accounts.

In addition to our investment management fee, TD Ameritrade's brokerage commissions and/or transaction fees, the client will also incur charges imposed by the mutual funds and ETFs (e.g., management fees and other fund expenses). Also, when beneficial to the client, individual fixed income transactions may be effected through broker-dealers with whom McBride Financial has entered into arrangements for prime brokerage clearing services pursuant to the terms and conditions of a Prime Brokerage agreement between TD Ameritrade and the client.

The availability to McBride Financial of the foregoing products and services is not contingent upon our firm committing to TD Ameritrade Institutional any specific amount of business (assets in custody or trading commissions). Clients do not pay higher commissions than those obtainable from other brokers in return for the services made available to McBride Financial. However, clients may find lower commission rates available at other brokers.

Item 13      Review of Accounts

McBride Financial reconciles accounts monthly upon receipt of statements from TD Ameritrade, and quarterly, when we provide performance reports. Quarterly reports include year-to-date performance for client's cumulative accounts, along with performance reporting for each individual position owned by the client.



Our firm may receive referrals from existing clients, or from other professional advisors, such as accountants or attorneys. We do not provide any type of monetary or other compensation for client referrals.

#### **Additional Compensation**

TD Ameritrade also makes available to McBride Financial other products and services that benefit our firm but may not directly benefit its clients' accounts. TD Ameritrade's products and services include software and other technology that:

- Provide access to client account data (such as trade confirmations and account statements)
- Facilitate trade execution (and allocation of aggregated trade orders for multiple client accounts)
- Provide research, pricing and other market data
- Facilitate payment of McBride Financials' fees from its clients' accounts, and
- Assist with back-office functions, record keeping and client reporting.

Many of these services generally may be used to service all or a substantial number of McBride Financials accounts, including accounts not maintained at TD Ameritrade.

TD Ameritrade also offers other services intended to help McBride Financial manage and further develop its business enterprise. These services may include:

- Compliance, legal, and business consulting
- Publications and conferences on practice management and business succession.

TD Ameritrade may make available, arrange and/or pay third-party vendors for the types of services rendered to McBride Financial. TD Ameritrade Institutional may discount or waive fees it would otherwise charge for some of these services to McBride Financial. TD Ameritrade may also provide other benefits such as educational events or occasional business entertainment of McBride Financial personnel.

Item 15      *Custody*

McBride Financial does not take custody of client assets. We urge our clients to compare our reports to account statements they receive from the custodian.

Item 16      Investment Discretion

Each client enters into a Client Agreement for Investment Management Services with our firm, whereby the client authorizes McBride Financial to manage the client's investment account. After a written Investment Policy Statement is agreed upon, the client gives McBride Financial the authority to determine which securities, the amounts of securities that are bought or sold, the broker-dealer to use for client transactions and the commission costs that will be charged to our clients for these transactions. McBride Financial performs this on a non-discretionary basis when purchasing and selling Fund shares for a client and when selling securities that are not part of the client's assets managed by a third party money manager. As to client assets under their management, we communicate with clients before execution of trades.

Item 17      Voting *Client* Securities

Clients retain the right and responsibility to vote proxies. McBride Financial does not vote proxies for any client account. For third party managed accounts, the investment firm provides this service.

Item 18 Financial Information

We do not collect any fees in advance from clients, nor do we take custody of client assets and are not subject to annual financial audits. Therefore, we are exempt from this item.