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[www.advisorsimpact.com](http://www.advisorsimpact.com)

*Part 2A of Form ADV:  
Firm Brochure*

*September 30, 2022*

This brochure provides information about the qualifications and business practices of Advisors Impact, LLC. If you have any questions about the contents of this brochure, please contact us at 770.407.5401. 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.

Advisors Impact, LLC is a registered investment adviser. Additional information about Advisors Impact, LLC also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Registration of an investment adviser does not imply any level of skill or training.

## **Material Changes**

Since the initial brochure for Advisors Impact, LLC (“Advisors Impact, we, us, our, ours”) dated August 30, 2022, the Firm’s address has been updated to:

818 A1A Hwy, Ste 301  
Ponte Vedra Beach, FL  
32082

Additional information about us is available via the SEC’s website:

[www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

This website also provides information about any persons affiliated with Advisors Impact who are registered as investment adviser representatives (“your Financial Professional” or “advisory representative”) of Advisors Impact. Information on your advisory representative can be found in our brochure supplements.

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CRD Number 323030

## ***Advisory Business***

### ***Advisory Services***

We offer investment advisory services to you directly and through the referrals of third parties. We either consult with you directly or through these third parties to obtain detailed financial information and other pertinent data. In providing investment advice to you and all of our clients, we consider:

- your financial situation,
- risk tolerance,
- investment horizon,
- liquidity needs,
- tax considerations,
- financial goals,
- income (current and potential),
- portfolio size,
- net worth,
- investment objectives, and
- any other issues important to your state of affairs.

Certain of our Financial Professionals directly manage client portfolios. Assets are allocated within a mix of securities that include:

- equities,
- bonds,
- mutual funds, and
- exchange traded funds.

Securities and sector allocations are selected with the aid of fundamental analysis. Your assets may be managed to an allocation model.

You should notify us promptly if there are any changes in your financial situation or investment objectives. You should also notify us if you wish to impose any reasonable restrictions upon the management of your account.

### ***Affiliated Advisers***

Asteria Wealth LLC is an affiliated investment adviser, which may be recommended as a portfolio manager. Assets are allocated within a mix of securities that include:

- equities,
- bonds,
- mutual funds,
- exchange traded funds,
- interval funds, and
- direct participation programs (“DPP”s).

Securities and sector allocations are selected with the aid of fundamental analysis and the review of independent research, news sources and rating services. Assets are typically managed to an allocation model. Detailed information about this program and the relevant disclosure brochures are available upon request and will be provided to you prior to opening such an account.

### ***Unaffiliated Investment Advisers***

We have entered into agreements with various unaffiliated investment advisers for the provision of certain investment advisory services. We will provide

personal advisory services to you through assisting you in the selection of a particular adviser. Factors considered in helping you with this selection include:

- your Financial Professional's preference for a particular unaffiliated investment adviser;
- your risk tolerance, goals and objectives, as well as investment experience; and,
- the amount of assets you have available for investment.

Detailed information about these programs can be found in the individual unaffiliated investment adviser's disclosure document, which is available upon request and will be provided to you prior to opening such an account.

### *Financial Planning*

We can prepare and provide you with a written financial plan designed to help you achieve your financial goals and investment objectives. The preparation of such a plan will necessitate that you provide us with personal data such as:

- family records,
- budgeting,
- personal liability,
- estate information and
- additional financial goals.

The financial plan will include any or all of the following as requested or directed by you and agreed to by contract:

- asset protection,
- tax planning,
- business succession,

- strategies for exercising stock options,
- cash flow,
- education planning,
- estate planning and wealth transfer,
- charitable gifting,
- long-term care and disability planning,
- retirement planning,
- insurance planning, and
- risk management.

We do not provide accounting or legal advice. Should you choose to implement the recommendations contained in the plan, we suggest that you work closely with your attorney, accountant, insurance agent, and stockbroker.

### ***Fees and Compensation***

We accept new clients on a fee-only basis. Our fee is calculated based upon the market value of the assets in your account on the last day of the previous quarter.

Broker-dealers and other financial institutions that hold client accounts are referred to as custodians. Your custodian determines the values of the assets in your portfolio. Fees for the initial quarter are based on the value of your cash and securities on the date the custodian receives them and are prorated based upon the number of calendar days in the calendar quarter that our agreement is in effect.

You must authorize us in writing to have the custodian pay us directly by charging

your account. One-fourth of the annual fee is charged each calendar quarter. Your custodian will provide you with statements that show the amount paid directly to us. You should review and verify the calculation of our fees. Your custodian does not verify the accuracy of fee calculations.

Typically, you must pay our advisory fees in advance of receiving our services. Should you terminate the advisory agreement we have entered into within five (5) business days from the date the agreement is executed, you will receive a full refund of any fees paid.

Should either one of us terminate the advisory agreement we have entered into before the end of a billing period, any unearned fees that were deducted from your account will be returned to you by us. The amount refunded to you is calculated by dividing the most recent advisory fee you paid by the total number of days in the quarter. This daily fee is then multiplied by the number of calendar days in the quarter that our agreement was in effect. This amount, which equals the amount we earned for the partial quarter, is subtracted from the total fee you paid in advance to determine your refund.

Some Unaffiliated Investment Advisers offer services through a wrap fee program. In a wrap fee program, clients are charged an all-inclusive wrap fee on program assets that covers advisory, execution, custodial and reporting services. In a non-wrap fee program,

fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which shall be incurred by the client.

You should note that the same (or similar) services as those described above may be available from other sources at a lower cost to you. Depending upon the level of the wrap fee charges, the amount of portfolio activity in your account, the value of services that are provided, and other factors, a wrap fee may exceed the aggregate cost of services if they were to be provided separately. Generally, wrap programs are relatively less expensive for actively traded accounts. However, a non-wrapped pricing arrangement can be more cost effective for accounts that do not experience frequent trading activity.

Our fee schedule is as follows:

Wrap Fee Schedule	
<u>Account Size</u>	<u>Advisory Fee</u>
\$0 – \$199,999	0.50% - 1.95%
\$200,000 and above	0.50% - 1.75%

We may charge accounts that do not meet minimum asset thresholds a nominal fee on a quarterly basis.

Advisory fees do not include mark-ups, markdowns, or payment of brokerage commissions from transactions made by a custodian or other broker-dealer. Where applicable, you will be required to pay other charges such as:

- custodial fees,

- SEC fees,
- internal fees and expenses charged by mutual funds or exchange traded funds (“ETFs”), and
- other fees and taxes on brokerage accounts and securities transactions.

Mutual fund companies, ETFs, and variable annuity issuers charge internal fees and expenses for their products. These fees and expenses are in addition to any advisory fees charged by us. Complete details of these internal fees and expenses are explained in the prospectuses for each investment. You are strongly encouraged to read these explanations before investing any money. You may ask us any questions you have about fees and expenses.

If you purchase mutual funds through the custodian, you may pay a transaction fee that would not be charged if the transactions were made directly through the mutual fund company. Also, mutual funds held in accounts at brokerage firms may pay internal fees that are different from funds held at the mutual fund company.

While you may purchase shares of mutual funds directly from the mutual fund company without a transaction fee, those investments would not be part of our advisory relationship with you. This means that they would not be included in our investment strategies, investment performance monitoring, or portfolio reallocations.

In certain situations, we may recommend on a nondiscretionary or discretionary basis that you invest some or all of your assets under our management in the Wildermuth Fund (the “Fund”), for which an affiliate serves as investment adviser. A description of the investment objective for the affiliated Fund, together with a corresponding discussion of the terms and conditions for investment therein, including, but not limited to, risk factors and fees, is set forth in the affiliated Fund’s prospectus. You will be charged no sales fee or load; any purchase will be made at Net Asset Value. When the Fund is held in your advisory account, you will pay a fee from your advisory account based on the market value of assets which include the fair market value of the Fund shares held in your account. We provide no financial or other incentive for your Financial Professional to favor the Fund over other unaffiliated funds.

The Fund’s internal investment management fees are paid to our affiliate, Wildermuth Advisory, LLC. Wildermuth Advisory, LLC and Advisors Impact have common officers. Consequently, we have a conflict of interest when we use our authority to recommend and invest client assets in the Wildermuth Fund because we receive an investment advisory fee at the advisory account level and our affiliate receives an investment advisory fee at the mutual fund level on the same assets. You are strongly encouraged to read the prospectus and to discuss any questions or concerns you have about this arrangement with us.

You are under absolutely no obligation to either consider or make an investment in the affiliated fund.

### ***Performance Based Fees and Side-by-Side Management***

Performance-based fees are designed to give a portion of the returns of an investment to the investment adviser as a reward for positive performance. The fee is generally a percentage of the profits made on the investments. We do not charge performance-based fees on any of our client accounts.

### ***Types of Clients***

As a condition for starting and maintaining an advisory relationship, we generally require a minimum portfolio size of \$25,000. We, at our sole discretion, may accept clients with smaller portfolios based upon certain factors including:

- anticipated future earning capacity,
- anticipated future additional assets,
- account composition,
- related accounts, and
- pre-existing client relationships.

We provide advisory services primarily to individuals. We also provide services to high net worth individuals, pension and profit sharing plans, and charitable organizations.

### ***Methods of Analysis, Investment Strategies and Risk of Loss***

Individual securities are selected with the aid of fundamental analysis and the review of independent research, news sources and rating services. Fundamental analysis is a method of evaluating a company that has issued a security by attempting to measure the value of its underlying assets. It entails studying overall economic and industry conditions as well as the financial condition and the quality of the company's management. Earnings, expenses, assets, and liabilities are all important in determining the value of a company. The value is then compared to the current price of the issuing company's security to determine whether to purchase, sell or hold the security.

Our investment strategies may include long-term and short-term purchases and sales. You may place reasonable restrictions on the strategies to be employed in your portfolio and the types of investments to be held in your portfolio.

All investments involve risks that can result in:

- loss of principal,
- a reduction in earnings (including interest, dividends and other distributions), and
- the loss of future earnings.

Additionally, these risks include:

- market risk,

- interest rate risk,
- issuer risk, and
- general economic risk.

There are also risks specific to value investing. Although these investments may appear undervalued at one time, their prices can still drop along with the market. On the other hand, it can be difficult to find enough undervalued securities in a rising market to fully diversify portfolios, because prices can still rise along with the market.

Although we manage your portfolio in a manner consistent with your risk tolerances, we cannot guarantee that our efforts will be successful. You should be prepared to bear the risk of loss.

### ***Disciplinary Information***

We have not been the subject of any legal or disciplinary events that would be material to your evaluation of our business or the integrity of our management.

### ***Other Financial Industry Activities and Affiliations***

Daniel Wildermuth and Carol Wildermuth are also principals and beneficial owners of:

- Kalos Financial, Inc.,
- Kalos Capital, Inc.,
- Asteria Wealth LLC,
- Wildermuth Advisory, LLC, and
- Wildermuth Securities, LLC.

Kalos Financial, Inc. is a state licensed insurance agency. The agency sells fixed annuities, life and health products.

Kalos Capital, Inc. is a general securities broker-dealer registered with the SEC, and FINRA, as well as, various state regulatory agencies. In this capacity, Kalos Capital, Inc. executes trades (as agent) for a commission in investment products on behalf of clients, who may or may not have an advisory fee agreement with Advisors Impact, LLC

Asteria Wealth LLC is a SEC registered investment advisory firm. Asteria Wealth LLC provides discretionary investment management through separately managed accounts.

Wildermuth Advisory, LLC is a SEC registered investment advisory firm. Wildermuth Advisory, LLC serves as investment adviser to the Wildermuth Fund (WESFX).

Wildermuth Securities, LLC is broker-dealer registered with the SEC and FINRA, as well as, various state regulatory agencies. In this capacity Wildermuth Securities, LLC serves as the underwriter/sponsor of the Wildermuth Fund (WESFX).

Our advisory representatives are also licensed as registered representatives with Kalos Capital. They may also be licensed as insurance agents with various insurance companies. These arrangements present a conflict of interest because they create an incentive



to make recommendations based upon the amount of compensation your Financial Professional can receive rather than based upon your needs. Selection of specific programs, products, or investments may also result in an increase in the total fees and commissions received by the related entities.

As previously noted, we will explain the specific costs associated with any recommended investments with you upon request. We also recommend no-load and load-waived mutual funds to further reduce conflicts of interest. You have the option to purchase investment and insurance products through other brokers or agents who are not affiliated with us.

Our Financial Professionals may also recommend on a nondiscretionary or discretionary basis that clients invest some or all of their assets under our management in the Wildermuth Fund, for which an affiliate serves as investment adviser. The internal investment management fees of this fund are paid to our affiliate, Wildermuth Advisory, LLC. Wildermuth Advisory, LLC and Advisors Impact have common officers.

Consequently, we have a conflict of interest when we use our authority to recommend and invest client assets in the Wildermuth Fund because we receive an investment advisory fee at the advisory account level and our affiliate receives an investment advisory fee at the

mutual fund level on the same assets. You are strongly encouraged to read the prospectus and discuss any questions or concerns you have about this arrangement with us. You are under absolutely no obligation to either consider or make an investment in the affiliated fund.

### ***Code of Ethics; Participation or Interest in Client Transactions and Personal Trading***

We have adopted a Code of Ethics (“Code”) to address the securities-related conduct of our advisory representatives and employees. The Code includes our policies and procedures developed to protect your interests in relation to the following:

- the duty at all times to place your interests ahead of ours;
- that all personal securities transactions of our advisory representatives and employees be conducted in a manner consistent with the Code and avoid any actual or potential conflict of interest, or any abuse of an advisory representative’s or employee’s position of trust and responsibility;
- that Financial Professionals may not take inappropriate advantage of their positions;
- that information concerning the identity of your security holdings and financial circumstances are confidential; and
- that independence in the investment decision-making

process is paramount.

We, and our affiliates, may buy or sell securities for our firms that we also recommend to clients. Your Financial Professional and our employees are also permitted to buy or sell the same securities for their personal and family accounts that are bought or sold for your account(s). The personal securities transactions by us, your Financial Professional, and our employees may raise potential conflicts of interest when they trade in a security that is:

- owned by you or
- considered for purchase or sale for you.

We have adopted policies and procedures that are intended to address these conflicts of interest. These policies and procedures:

- require our firm, advisory representatives and employees to act in your best interest,
- prohibit favoring one client over another, and
- provide for the review of transactions to discover and correct any same-day trades that result in Advisors Impact, our affiliates, an advisory representative or employee receiving a better price than a client.

Advisors Impact, our affiliates, advisory representatives and employees must follow our procedures when purchasing

or selling the same securities purchased or sold for you.

We will provide a copy of the Code to you or any prospective client upon request.

## ***Brokerage Practices***

We recommend the brokerage and custodial services of TD Ameritrade, Inc. (“TD Ameritrade”) and Charles Schwab & Co., Inc. (“Schwab”). TD Ameritrade and Schwab (collectively, the “Custodian(s)”) are registered broker-dealers that may charge commissions or transaction fees for effecting securities transactions on certain products.

We participate in the Institutional advisor program offered by TD Ameritrade. We are independently owned and operated and not affiliated with TD Ameritrade. Our use of TD Ameritrade is, however, a beneficial business arrangement for us. Information regarding the benefits of this relationship is described below.

In recommending the Custodians as the securities brokerage firm responsible for executing transactions for your portfolios, we consider at a minimum the Custodian’s:

- relationship with us,
- financial strength,
- reputation,
- reporting capabilities,
- execution capabilities,
- pricing, and
- types and quality of research.

The determining factor in the selection of the Custodian to execute transactions for your accounts is not the lowest possible transaction cost, but whether the Custodian can provide what is in our view the best qualitative execution for your account.

The Custodians provides us with access to its institutional trading and custody services, which includes:

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

We are not required to place a minimum volume of transactions or maintain a minimum dollar amount of client assets to receive these services.

The Custodians do not charge separately for holding our clients' accounts, but may be compensated by you through other transaction-related fees associated with the securities transactions it executes for your accounts.

The Custodians also make available to us other products and services that benefit us but do not benefit you directly. Some of these products and services assist us in managing and administering our client accounts, such as software and other technology that:

- provide access to account data such as:

- duplicate trade confirmations,
- bundled duplicate account statements, and
- access to an electronic communication network for client order entry and account information;
- facilitate trade execution, including:
  - access to a trading desk serving advisory participants exclusively and
  - access to block trading which provides the ability to combine securities transactions and then allocate the appropriate number of shares to each individual account;
  - provide research, pricing information and other market data;
  - facilitate payment of our fees from client accounts; and
  - assist with back-office functions, record keeping and client reporting; and
  - receipt of compliance publications.

The Custodians also makes available to us other services intended to help us manage and further develop our business. These services may include:

- consulting,
- publications and conferences on practice management,
- information technology,
- business succession,
- regulatory compliance, and

➤ marketing.

The Custodians may also make available or arrange for these types of services to be provided to us by independent third parties. The Custodians may discount or waive the fees it would otherwise charge for some of the services it makes available to us. It may also pay all or a part of the fees of a third party providing these services to us. Thus, we receive economic benefits as a result of our relationship with the Custodians because we do not have to produce or purchase the products and services listed above.

Because the amount of our compensation or the products or services we receive may vary depending on the Custodian we recommend to be used by our clients, we have a conflict of interest in making that recommendation. Our recommendation of a specific Custodian may be based in part on the economic benefit to us and not solely on the nature, cost or quality of custody and brokerage services provided to you and our other clients. We nonetheless strive to act in your best interests at all times.

Commissions and other fees for transactions executed through the Custodians may be higher than commissions and other fees available if you use another custodian/broker-dealer firm to execute transactions and maintain custody of your account. We believe, however, that the overall level of services and support provided to our clients by the Custodians outweighs the benefit of possibly lower transactions cost which

may be available under other brokerage arrangements.

Many of the services described above are used to benefit all or a substantial number of our accounts, including accounts not maintained at through the Custodians. We do not attempt to allocate these benefits to specific clients.

## ***Review of Accounts***

Your portfolio positions are reviewed at least quarterly by the portfolio managers. Further account reviews may be triggered by potential change including analyst reports, company news, fund management change and interest rate movement.

You have 24/7 access to online account information that includes current positions, unrealized gains and losses, realized gains and losses, allocation information, transaction history, and other additional account data. You may also elect to receive your account statements quarterly in paper form for a nominal fee.

Your Financial Professional will periodically review reports provided by the unaffiliated investment advisers. Your Financial Professional will contact you periodically to:

- review your financial situation and objectives,
- communicate information to the unaffiliated investment adviser managing the account as warranted, and

- to assist you in understanding and evaluating the services provided by the unaffiliated investment adviser.

You are expected to notify us of any changes in your financial situation, investment objectives, or account restrictions. You may also directly contact the unaffiliated investment adviser managing the account or sponsoring the program.

### ***Client Referrals and Other Compensation***

We have entered into written compensation agreements with certain unaffiliated investment adviser representatives and professionals such as CPAs, attorneys, etc. We pay these persons a percentage of the fee that you pay to us if it is determined you have become clients as a result of their direct or indirect efforts. These payments are a portion of the fee that we charge and do not result in an increase in the amount of the fee that you pay. Any solicitation or referral arrangements will comply with applicable laws that govern:

- the nature of the service,
- fees to be paid,
- disclosures to clients, and
- any necessary client consents.

We receive an economic benefit from the Custodians in the form of the support products and services they make available to us and other independent investment advisors whose clients maintain their accounts at the Custodian.

These products and services, how they benefit us, and the related conflicts of interest are described above (see Brokerage Practices). The availability to us of the Custodians' products and services is not based on us giving particular investment advice, such as buying particular securities for our clients.

### ***Custody***

You should receive statements at least quarterly from the qualified custodian that holds and maintains your investment assets. We urge you to carefully review such statements and compare the official custodial records to any account statements that we provide. Our reports may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

### ***Investment Discretion***

We offer our advisory services on a discretionary basis. This means that we do not need advance approval from you to determine the type and amount of securities to be bought and sold for your accounts. We also have the ability to evaluate unaffiliated investment advisers and switch advisers or reallocate assets among advisers without consulting the you. However, we do not have the ability to withdraw funds from your account (other than to withdraw our advisory fees which, may only be done with your prior written authorization.)

This discretion is used in a manner consistent with the stated investment objectives for your account, if you have given us written authorization to do so. We only exercise discretion in accounts where we have been authorized by you. This authorization is typically included in the investment advisory agreement you enter into with us.

We also offer our advisory services on a non-discretionary basis. This means that we need advance approval from you to determine the type and amount of securities to be bought and sold for your accounts, or prior to allocating investments to a new unaffiliated investment adviser.

### ***Voting Client Securities***

Advisors Impact does not take any action or render any advice with respect to voting of proxies solicited by or with

respect to the issuers of securities in which assets of the account may be invested under this program. We arrange with your custodian for you to receive proxy materials and other notices concerning securities in your account.

In addition, we do not render any advice or take any action on your behalf with respect to securities or other investments held in the account, or the issuers thereof, which become the subject of any legal proceedings, including those under the Federal bankruptcy laws.

### ***Financial Information***

We have no financial commitment that impairs our ability to meet contractual and fiduciary commitments to you and we have not been the subject of a bankruptcy proceeding.