

Form ADV Part 2A Brochure

Renaud & Company, L.L.C.

763 West Terra Lane

O'Fallon, MO 63366

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636-240-5055

March 30, 2023

This Brochure provides information about the qualifications and business practices of Renaud & Company, L.L.C. If you have any questions about the contents of this Brochure, please contact us at 636-240-5055. 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.

Renaud & Company is a registered investment adviser. Registration as an investment adviser does not imply any level of skill or training. The oral and written communications of an adviser provide you with information from which you can determine whether to hire or retain an adviser.

Additional information about Renaud & Company is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Material Changes

This Brochure, dated March 30, 2023, represents the annual amendment to Renaud & Company, LLC's previously published Brochure.

Since the filing of the firm's last annual update Brochure on March 31, 2022, we have made various changes to our Brochure, but no material changes were made.

Pursuant to SEC Rules, we will deliver to you a summary of any material changes to this and subsequent Brochures within 120 days of the close of our fiscal year. We may further provide other ongoing disclosure information about material changes as necessary. All such information will be provided to you free of charge.

Currently, our Brochure may be requested by contacting us at (636) 240-5055.

Additional information about Renaud & Company is also available via the SEC's web site www.adviserinfo.sec.gov. The SEC's web site also provides information about any persons affiliated with Renaud & Company who are registered as investment adviser representatives of the firm.

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Item 4 – Advisory Business

Renaud & Company, L.L.C. (CRD # 115337) (Renaud) is an SEC registered investment adviser. Renaud is based in Missouri and is organized as a Limited Liability Company under the laws of the State of Missouri. The firm has been in business since 1998 and currently has 4 employees.

Renaud's principal office and place of business is located at 763 West Terra Lane, O'Fallon, Missouri 63366. Regular business hours are from 8:00am to 4:30pm Monday through Friday. The firm can be contacted by phone at (636) 240-5055 and by fax at (636) 281-9640.

Matthew J. Renaud is the sole owner and President of Renaud & Company, L.L.C.

Renaud provides portfolio management and investment supervisory services for individuals and small businesses. Renaud also provides comprehensive financial planning services including analysis of individuals' insurance and retirement situation.

Because the firm is a registered investment adviser, we are required to meet certain fiduciary standards when providing investment advice to clients. Additionally, when we provide investment advice related to a retirement plan account or an individual retirement account, we are considered fiduciaries within the meaning of Title I of the Employee Retirement Income Security Act and/or the Internal Revenue Code, as applicable, which are laws governing retirement accounts. As such, we are required to act in your best interest and not put our interest ahead of yours, even though our compensation creates some conflicts with your interests in that the more you have us manage, the more we can earn. Our clients however are under no obligation to use services recommended by our associated persons. Furthermore, we believe that our recommendations are in the best interests of our clients and are consistent with our clients' needs.

As of December 31, 2022, Renaud managed approximately \$91,512,126, all of which was managed on a discretionary basis.

Item 5 – Fees and Compensation

Investment Management Services

Clients are generally charged an asset based fee for investment management services. Fees and the assets they apply to are always disclosed to the client before entering into any advisory services contract. Assets that are generally subject to the management fee include all cash and securities in the managed accounts but exclude any fixed annuities for which Renaud may have received commission income directly from the correspondent insurance company.

Fees are payable quarterly after the end of the period of service based on the balance of the account at the end of the quarter and are automatically deducted from the account with the client's authorization. In limited instances, clients may be billed separately in lieu of direct fee deduction.

Renaud's fee is 1.5% for the first \$100,000 of assets under management per account, and 1% of assets under management per account above \$100,000. However, fees may be negotiable in limited situations.

An investment advisory contract may be canceled by either party by giving written notice. Upon cancellation, fees are prorated for the period of time that services were utilized.

Some accounts may incur incidental fees or charges (such as custodial fees, transaction charges, etc.) which are fully disclosed to the client if applicable.

Renaud may also receive separate compensation for the sale of fixed annuities or other insurance products which may be recommended in client accounts. This practice presents a potential conflict of interest in that in some instances it may give us an incentive to recommend products based on compensation received rather than on a client's needs. To address conflicts that may arise, we a) disclose to clients that Renaud may receive compensation for fixed annuities or other insurance products that is separate from and in addition to Renaud's advisory fee, b) only make recommendations that we feel are suitable and appropriate for the client, c) make a good faith determination that any additional compensation paid to Renaud is reasonable, and d) inform clients that they are under no obligation to use Renaud for the purchase of insurance or other products.

Financial plans are billed at a rate of \$200 per hour. One half of the estimated fee is due upon signing of a contract with the remainder due at completion of services.

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

Renaud does not charge performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client), and consequently does not simultaneously manage performance based and non performance based accounts side by side.

Item 7 – Types of Clients

Renaud generally works with small businesses, individuals and their families to help them reach their investment goals.

The firm has not set a minimum investment amount, however we reserve the right to decline certain accounts if we feel a relationship would not be beneficial or economical to the client.

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

Renaud's general investment strategy is to actively manage investment accounts subject to a client's individual situation. Specifically, the process starts by establishing objectives, performance goals and risk levels, followed by creating short and long term investment allocation strategies to attempt to achieve the client's objectives within known or expected market conditions.

To implement this strategy, we research and review certain securities including various equities, municipal securities, U.S. government securities, and mutual funds, among others, using a variety of analytical methods including charting, technical, fundamental and cyclical investment analysis.

Clients should keep in mind that investing in securities involves a risk of loss that clients should be prepared to bear. Such risks include market risk, interest rate risk, currency risk, and political risk, among others.

No investment or investment strategy can assure a profit or avoid a loss.

Item 9 – Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to the evaluation of the firm or the integrity of its management. Renaud is currently not subject to, nor has ever been subject to, any legal or disciplinary events of a material nature.

Item 10 – Other Financial Industry Activities and Affiliations

Matthew J. Renaud is licensed to sell various insurance products and can provide fixed annuity or other insurance products to clients when needed. In this capacity, Renaud may receive separate compensation for the sale of fixed annuities or other insurance products which may be recommended in client accounts. This practice presents a potential conflict of interest in that in some instances it may give an incentive to recommend products based on compensation received rather than on a client's needs. To address conflicts that may arise, we a) disclose to clients that Renaud may receive compensation for fixed annuities or other insurance products that is separate from and in addition to Renaud's advisory fee, b) only make recommendations that we feel are suitable and appropriate for the client, c) make a good faith determination that any additional compensation paid to Renaud is reasonable, and d) inform clients that they are under no obligation to use Renaud for the purchase of insurance or other products.

Matthew Renaud's spouse, Donna Jean Renaud, CPA, who is an employee of Renaud & Company, LLC, also owns a tax and accounting firm, Renaud Tax and Accounting, LLC. Renaud & Company investment advisory clients may purchase tax and accounting services from Renaud & Company Tax and Accounting, LLC, but they are under no obligation to do so.

Item 11 – Code of Ethics and Personal Trading

Code of Ethics

Renaud has adopted a Code of Ethics expressing the firm's commitment to ethical conduct. The Renaud Code of Ethics describes the firm's fiduciary duties and responsibilities to clients, and details practices for reviewing the personal securities transactions of

supervised persons with access to client information. The Code also requires compliance with applicable securities laws, addresses insider trading, and details possible disciplinary measures for violations. Renaud will provide a complete copy of its Code of Ethics to any client upon request to the Chief Compliance Officer.

Trading Conflicts of Interest

Individuals associated with Renaud are permitted to buy or sell securities for their personal accounts identical to or different than those recommended to clients. However, no person employed by Renaud is allowed to favor his or her own interest over that of a client or make personal investment decisions based on the investment decisions of advisory clients.

In order to address potential conflicts of interest, Renaud requires that associated persons with access to advisory recommendations provide annual securities holdings reports and quarterly transaction reports to the firm's Chief Compliance Officer. Renaud also requires prior approval from the Chief Compliance Officer for investing in any IPOs or private placements (limited offerings).

Item 12 – Brokerage Practices

The Custodian and Brokers We Use

Renaud does not maintain custody of client assets. Instead, we request all client assets be maintained in an account at a non affiliated “qualified custodian,” generally a broker-dealer or bank. We currently recommend that our clients use TradePMR, a registered broker-dealer, member SIPC, as a qualified custodian. We are not affiliated with this custodian but instead are independently owned and operated. Our custodian will hold your assets in a brokerage account and will buy and/or sell securities upon our instructions.

While we recommend that you use our custodian, you will ultimately decide whether to do so and will open your account with our custodian or another custodian/broker by entering into an account agreement directly with them. We do not actually open accounts for you, although we can assist you in doing so. We will assist you in opening an account at whatever custodian/broker you decide to use.

How We Select Custodians and Brokers

When recommending a custodian or broker for our clients, we consider many different factors including quality of service, types of services offered, overall capability, execution quality, competitiveness of transaction costs, availability of investment research, reputation and stability of the firm, and their financial resources, and stability, among other things. In determining the reasonableness of a broker's compensation, we consider the overall cost to you relative to the benefits you receive, both directly and indirectly, from the broker.

Your Brokerage and Custody Costs

Our clients receive various services directly from our custodian. For our clients' accounts that our custodian maintains, our custodian generally does not charge separately for custody services but instead is compensated by charging commissions or other fees on trades that it executes or trades that are executed by other brokers to and from our accounts. Fees applicable to our client accounts were negotiated based on the condition that our clients collectively maintain a certain level of assets at our custodian. We feel this commitment benefits you because the overall rates you pay may be lower than they might be otherwise.

Since our custodian charges you a fee for each trade that we have executed by a different broker-dealer, we have our custodian execute most trades for your account in order to minimize your trading costs.

We have determined that having our custodian execute most trades is consistent with our duty to seek "best execution" of your trades. Best execution means seeking the most favorable terms for a transaction based on all relevant factors, including those listed above.

Products and Services Available to Us From Brokers/Custodians

Our primary custodian provides us and our clients with access to its institutional brokerage services like trading, custody, reporting, and related services, many of which are not typically available to retail customers. Our custodian also makes available various support services, some of which may help us manage or administer our clients' accounts, while others may help us manage and grow our business.

Our custodian's institutional brokerage services which benefit you directly include access to a broad range of investment products, execution of securities transactions, and asset custody. The investment products available through our custodian include some to which we might not otherwise have access or that would require a significantly higher minimum initial investment by our clients.

Our custodian 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 our custodian'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 our custodian. In addition to investment research, our custodian also makes available software and other technology that provide access to client account data, facilitates trade execution for multiple client accounts, provides pricing and other market data, facilitates payment of our fees from our clients' accounts, and assists with back-office functions, recordkeeping, and client reporting.

Our custodian also offers other services intended to help us manage and further develop our business. These services include educational conferences and events, consulting on technology, compliance, legal, and business needs, publications and conferences on practice management and business succession, and access to employee benefits providers, human capital consultants, and insurance providers.

The availability of these services from our custodian benefits us because we do not have to produce or purchase them. Of course, this may give us an incentive to recommend that you maintain your account with our custodian based on our interests rather than yours, which is a potential conflict of interest. We believe, however, that our selection of our custodian as custodian and broker is in the best interests of our clients, and is primarily supported by the scope, quality, and price of our custodian's services and not the services that benefit only us.

Aggregation of Transactions

Renaud may, from time to time, aggregate client orders into blocks in order to facilitate more efficient account management and execution. When aggregating orders, an average price is given to all participants in the block, or other measures are taken, in order to treat all accounts fairly.

Item 13 – Review of Accounts

Reviews of Accounts

Managed accounts are supervised by Mr. Renaud. In addition to ongoing supervision, accounts are generally reviewed more formally on a quarterly basis. The quarterly review generally includes assessing client goals and objectives, evaluating the employed strategy, monitoring the portfolio, and addressing the need to rebalance. Mr. Renaud will periodically, and at least annually, review client's investment plan, risk profile and discuss the re-balancing of each client's accounts to the extent appropriate.

Additional account reviews may be triggered by a specific client request, by a change in client goals or objectives, by an imbalance in a portfolio asset allocation, or by market or economic conditions.

All investment advisory clients are advised that it remains their responsibility to advise of any changes in their investment objectives and/or financial situation.

Regular Reports Provided to Clients

Investment management clients are provided with account statements from their custodian on at least a quarterly basis which list account holdings and transactions for the period. Investment management clients may also be provided with performance reports that may include detail related to current market value, performance relative to market benchmarks, and overall portfolio allocation.

Item 14 – *Client Referrals and Other Compensation*

We receive an economic benefit from our custodian in the form of the support products and services that are made available to us and to other independent investment advisors. These products and services, how they benefit us, and the related conflicts of interest are described in Item 12 above. The availability to us of our custodian's products and services is not based on us giving particular investment advice, such as buying particular securities for our clients.

We do not compensate any outside party for client referrals, nor do we receive any economic benefit for client referrals.

Item 15 – Custody

As mentioned above, we do not hold client assets but instead require that they be held by a third party “qualified custodian.” We may however have limited control in some instances to trade on your behalf, to deduct our advisory fees from your account with your authorization, or to request disbursement to you or outside parties (although various types of written authorizations are required depending on the type of disbursements).

You will receive account statements directly from your custodian at least quarterly, which will be sent to the email or postal mailing address you provided. We urge you to carefully review these custodial statements when you receive them and to compare them to reports you receive from us.

Item 16 – Investment Discretion

Through a limited power of attorney, clients may grant Renaud discretion to make investment decisions without prior consultation. This discretionary authority may include the securities to be purchased or sold as well as the amounts to be purchased or sold, and the timing thereof. Any discretionary authority accepted however is subject to the client’s risk profile and investment objectives and may be limited by other restrictions imposed by the client and agreed upon by us in writing.

Renaud will not exercise any discretionary authority until it has been given authority to do so in writing. Such authority is granted in the written agreement between Renaud and the client, and in the written agreement with the third party custodian.

Item 17 – Voting Client Securities

Renaud does not vote proxies for clients but will, upon request, discuss with the client any questions regarding proxy matters so the client can make an informed decision in voting proxies themselves.

Item 18 – Financial Information

Registered investment advisers are required in some cases to provide certain financial information and or disclosures about their financial condition. For example, if the firm

requires prepayment of fees for six months in advance, has custody of client funds, or has a condition that is reasonably likely to impair its ability to meet its contractual commitments to its clients, it must provide financial information and make disclosures.

Renaud has no financial or operating conditions which trigger such additional reporting requirements.