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Firm Brochure

(Part 2A of Form ADV)

This brochure provides information about the qualifications and business practices of Springboard Asset Management, LLC. If you have any questions about the contents of this brochure, please contact us at: 203-651-7110, or by email at: info@springboardasset.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.

Additional information about Springboard Asset Management, LLC is available on the SEC's website at www.adviserinfo.sec.gov.

March 23, 2023

Material Changes

The Material Changes section of this brochure will be updated annually when material changes occur since the previous release of the Firm Brochure.

- none -

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Advisory Business

Springboard Asset Management LLC (“Springboard”) is a fee-only investment management and financial planning firm founded in 2010. Its principal owners are Charles M. Green, CFP® and Rebecca D. Green, CFP®. Charles has been in the investment management and financial planning business since 1989 and Rebecca since 1997. The firm is registered with the Securities & Exchange Commission (“SEC”)

Investment Management Services

Springboard provides investment management services customized to the individual needs of each client. Through personal discussions, Springboard assists the client in developing goals and objectives. Springboard then develops a client’s personal investment policy, creates a portfolio based on that policy and gives continuous investment advice to the client. Portfolio management is guided by the stated objectives of the client.

Springboard manages a portfolio consisting of one or all of the following:

- Cash and Cash Equivalents including money market funds and short term bank certificates of deposit
- Fixed Income (bond mutual funds, exchange traded funds, individual bonds, and/or bank certificates of deposit) which may include U.S. government and agency, municipal, international, inflation protected and corporate bonds
- U.S. large, mid/small growth and value equities (stock mutual funds, exchange traded funds and/or individual stocks)
- International large, mid/small growth and value equities and emerging markets equities (stock mutual funds, exchange trades funds and/or individual stocks)
- Real assets (REIT and/or real asset mutual funds or exchange traded funds).

Springboard allocates the client’s assets among various investments in accordance with the client’s Investment Policy Statement. Portfolio weighting among funds and asset classes will be determined by each client’s individual needs and circumstances. Clients will have the opportunity to place reasonable restrictions on the types of investments which will be made on the client’s behalf. Clients will retain individual ownership of all securities.

Financial Planning

Personal financial planning includes informal consultations, segmented plans and comprehensive plans. The planning process involves interviews with the client, a review of pertinent documents and, if engaged to do so, the preparation of a written plan based on the client’s goals and objectives.

A comprehensive plan consists of the following where applicable:

- Clarifying and prioritizing goals
- Cash management
- Retirement planning
- Education planning
- Risk management
- Estate planning
- Investment planning

Springboard gathers information from new clients through in-depth personal interviews and, in most cases, a completed client questionnaire. Information gathered includes a client's future goals, current financial situation, and attitudes towards risk. All information supplied by the client, including any supplemental documents, is reviewed and analyzed.

Financial planning will often involve a team approach including professional advisers such as insurance agents, attorneys and CPAs. The client has complete discretion to implement some or all of the plan's recommendations.

Fees and Compensation

Springboard's services are provided on a fee only basis. Springboard does not sell financial products or accept commissions or any other compensation from outside sources.

Fees for Financial Planning Services

Springboard estimates and quotes financial planning fees prior to clients engaging our services, in determining fees Springboard considers:

- Time and effort involved
- Complexity of the issues involved
- Involvement of other professional advisors
- Extra costs such as organizing client data and travel
- Time constraints imposed by the client's situation.

Fifty percent (50%) of the quoted financial planning fee will be due upon signing a contract with our firm. The balance of the fee will normally be billed upon the presentation of the Plan. Springboard will never hold client funds greater than \$500 for more than six months in advance.

Provided that all information needed to prepare the financial plan has been promptly provided by the client, a financial plan will be presented to the client within 90 days of the contract date.

Financial planning fees will range from \$500 to \$5,000 depending on the anticipated complexity thereof.

Fees for Investment Management Services

Fees for investment management services will be charged based on a percentage of assets under management, per the following schedule. The portfolio management fee is calculated by applying different rates to different portions of the portfolio.

The first \$250,000	(\$0 to \$250,000)	1.00%
The next \$250,000	(\$250,001 to \$500,000)	.90%
The next \$500,000	(\$500,001 to \$1,000,000)	.80%
The next \$1,000,000	(\$1,000,001 to \$2,000,000)	.60%
The remainder	(\$2,000,001 and up)	.50%

A minimum of \$100,000 of assets under management is required for this service with a minimum annual fee of \$1,000. Minimum account size and fees are negotiable under certain circumstances which could include reductions due to family member discounts or reduced complexity in the management services required.

Springboard will provide a specific fee schedule to each client. Fees for individual accounts for members of the same family, (defined as spouses/partners and dependent children, and trusts for the benefit of such family members), are based on the total account balance of all family accounts.

Fees are computed and billed quarterly in arrears and are based upon the value (market value or fair market value in the absence of market value), plus any credit balance or minus any debit balance of the client's account on the last day of the calendar quarter. For the first partial quarter of management, the fees will be prorated by using the average daily portfolio balance as the measure of portfolio worth for billing purposes.

Investment advisory agreements are effective for one year beginning the date the contract is signed and shall be automatically renewed for successive one-year terms. A client agreement may be canceled at any time, by either party, for any reason upon receipt of written notice. Upon termination of any account, any prepaid, unearned fees will be promptly refunded, and any earned, unpaid fees will be due and payable.

Springboard's fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which shall be incurred by the client. For example, some mutual fund transactions may produce a transaction charge that will be deducted from the client's account. Similarly, trades through custodians may create other transaction charges that will also be deducted from the client's account. Some custodians may charge custodial fees that may be deducted from the client's account.

Mutual funds and exchange traded funds also charge internal management fees, which are disclosed in a fund's prospectus. Such charges, fees and commissions are exclusive of and in addition to Springboard's fee, and Springboard shall not receive any portion of these commissions, fees, and costs.

Springboard processes trades through:

- Charles Schwab & Co., Inc.
- TD Ameritrade, Inc.
- Other agreed-upon money manager/broker dealer or custodial entities.

Performance-Based Fees

Fees are not based on a share of the capital gains or capital appreciation of managed securities.

Springboard does not use a performance-based fee structure because of the potential conflict of interest. Performance-based compensation may create an incentive for the adviser to recommend an investment that may carry a higher degree of risk to the client.

Types of Clients

Springboard generally provides investment advice to individuals, pension and profit sharing plans, trusts, estates, charitable organizations, or corporations or business entities.

A minimum of \$250,000 of assets under management is required for the investment management service. Minimum account size and fees are negotiable under certain circumstances.

As of December 31, 2022, Springboard manages approximately \$97,757,601 in assets. Approximately \$97,757,601 is managed on a discretionary basis, and \$0 is managed on a non-discretionary basis.

Methods of Analysis, Investment Strategies and Risk of Loss

Investment Strategies

The primary investment strategy used on client accounts is strategic asset allocation based on academically-identified allocation strategies. This means that we diversify our portfolios in accordance with the principles of Modern Portfolio Theory and weight sub-asset classes based on correlation factors and with a small/value tilt. Portfolios are globally diversified to control the risk associated with traditional markets.

The investment strategy for a specific client is based upon the objectives stated by the client during consultations. The client may change these objectives at any time. Each client executes an Investment Policy Statement that documents their objectives and their desired investment strategy.

Method of Analysis

Security analysis methods may include charting, fundamental analysis, technical analysis, and cyclical analysis.

The main sources of information include financial newspapers and magazines, inspections of corporate activities, research materials prepared by others, corporate rating services, annual reports, prospectuses, filings with the Securities and Exchange Commission, and company press releases.

Other sources of information that Springboard may use include Morningstar mutual fund information, Morningstar stock information, vendor-provided research and information, and the World Wide Web.

Risk of Loss

All investment programs have certain risks that are borne by the investor. Our investment approach constantly keeps the risk of loss in mind. Investors face the following investment risks:

- **Interest-rate Risk:** Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- **Market Risk:** The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.
- **Inflation Risk:** When any type of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power is eroding at the rate of inflation.
- **Currency Risk:** Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.

- **Reinvestment Risk:** This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- **Business Risk:** These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it -- a lengthy process -- before they can generate a profit. They carry a higher risk of profitability than an electric company, which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
- **Liquidity Risk:** Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- **Financial Risk:** Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

Disciplinary Information

The firm and its employees have not been involved in legal or disciplinary events related to past or present clients.

Other Financial Industry Activities and Affiliations

Springboard is an SEC Registered Investment Advisor.

Springboard has no arrangements that are material to its advisory or its clients with a related person who is a broker-dealer, investment company, other investment advisor, financial planning firm, commodity pool operator, commodity trading adviser or futures commission merchant, banking or thrift institution, accounting firm, law firm, insurance company or agency, pension consultant, real estate broker or dealer, or an entity that creates or packages limited partnerships.

Code of Ethics

Springboard has adopted a Code of Ethics that sets forth the high ethical standards that Springboard requires of its employees, including compliance with applicable federal securities laws. As a fiduciary, Springboard has a duty of utmost good faith to act solely in the best interests of each of our clients. Our clients entrust us with their funds, which in turn places a high standard on our conduct and integrity. Our fiduciary duty compels all employees to act with the utmost integrity.

Springboard's Code of Ethics includes:

- Standards of business and personal conduct
- Protection of our clients', nonpublic, confidential information, and
- Personal trading policies for our employees.

Employees are also expected not to divulge information regarding Springboard's securities recommendations or client securities holdings to any individual outside of the firm, except as required in the normal conduct of business (for example, communications with brokers and custodians).

Employees are required to report securities transactions and holdings for all accounts in which the employee has a direct or indirect beneficial ownership interest. This includes personal securities information of any family member living within the same household as the employee.

Our code also includes oversight, enforcement, and recordkeeping provisions. A copy of Springboard's Code of Ethics is available to advisory clients upon request.

Brokerage Practices

Springboard does not have any affiliation with product sales firms. Specific custodian recommendations are made to clients based on their need for such services. Springboard recommends custodians based on the proven integrity and financial responsibility of the firm and the best execution of orders at reasonable commission rates.

Springboard recommends discount brokerage firms and trust companies (qualified custodians), such as Charles Schwab & Co., Inc. and TD Ameritrade, Inc.

Springboard does not receive fees or commissions from any of these arrangements.

Review of Accounts

The accounts within Investment Management Services are continuously monitored by Charles M. Green, CFP® and Rebecca D. Green CFP®, Principals. Additional reviews may be performed when portfolios are rebalanced, when new funds are added to the portfolios, when unexpected withdrawals are requested, and when portfolios are reviewed for tax efficiency opportunities. Accounts are reviewed in the context

of each client's stated investment objectives and guidelines as well as changes in the client's individual circumstances.

In addition to the monthly or quarterly statements and confirmations of transactions that investment management clients receive from their custodian, Springboard will provide quarterly status reports detailing performance and portfolio positions.

Client Referrals and Other Compensation

Springboard has been fortunate to receive client referrals. The referrals came from current clients, accountants, employees, personal friends of employees or other similar sources. The firm does not compensate referring parties for these referrals; however a nominal gift may be provided.

Springboard Asset Management, LLC does not accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them.

Custody

All assets are held at qualified custodians, and the custodians provide account statements directly to clients at their address of record at least quarterly.

Clients are urged to compare the account statements received directly from their custodians to the performance report statements provided by Springboard.

Investment Discretion

Springboard accepts discretionary authority to manage securities accounts on behalf of clients. Springboard has the authority to determine, without obtaining specific client consent, the securities to be bought or sold, and the amount of the securities to be bought or sold.

The client approves the custodian to be used and the commission rates paid to the custodian. Springboard does not receive any portion of the transaction fees or commissions paid by the client to the custodian on certain trades.

Discretionary trading authority facilitates placing trades in your accounts on your behalf so that we may promptly implement the investment policy that you have approved in writing.

A limited power of attorney is a trading authorization for this purpose. You sign a limited power of attorney so that we may execute the trades that you have approved.

Voting Client Securities

Springboard does not vote proxies on securities. Clients are expected to vote their own proxies.

Financial Information

We do not require or solicit a pre-payment of fees in excess of \$1,200 per client for six months or more in advance of services rendered. Registered investment advisers are required in this Item to provide you with certain financial information or disclosures about Springboard's financial condition. Springboard has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients and has not been the subject of a bankruptcy proceeding.

Brochure Supplement (Part 2B of Form ADV)

Springboard requires that advisors in its employ have a bachelor's degree and a CERTIFIED FINANCIAL PLANNER™ designation. Additionally, advisors must have work experience that demonstrates their aptitude for financial planning and investment management.

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board's Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Charles M. Green, CFP®, Principal

Educational Background:

- Date of birth: July 5, 1967
- Southern Methodist University, Bachelor of Arts in Mathematics, 1991
- College for Financial Planning 1997

Business Experience:

Charles graduated from Southern Methodist University, Dallas, TX, with a Bachelor of Arts in Mathematics. After having worked with several employee benefits firms consulting on defined benefit and 401(k) plans, he joined Fidelity Investments and worked as a Financial Consultant in the New Haven, CT branch.

After a long career at Fidelity, Charles broadened his horizons and worked at several shoreline branches of New Alliance Bank as a Financial Advisor. Most recently, however, Charles served as the Senior Consultant of Advisor Services at Springboard Partners in Glastonbury, CT. His role there was to assist advisors across the country with building better, cheaper portfolios for their clients as well as maintaining and building more client-centric practices.

Charles is a registered member of the National Association of Personal Financial Advisors (NAPFA).

Disciplinary Information: None

Other Business Activities: None

Additional Compensation: None

Arbitration Claims: None

Bankruptcy Petition: None

Rebecca D. Green, CFP®, Principal

Educational Background:

- Date of birth: December 12, 1974
- Eastern Connecticut State University, Bachelor of Science Business Administration
- Quinnipiac University, Certificate for Certified Financial Planning Curriculum
- College for Financial Planning 2007

Business Experience:

Rebecca received her Bachelor of Science in Business Administration from Eastern Connecticut State University. Rebecca started her career in financial services by working with Charles Schwab where she assisted large institutions with complex and time-sensitive trading demands.

Shortly after returning to Connecticut, Rebecca joined Fidelity Investments as a Financial Consultant at the New Haven, CT branch. Most recently, Rebecca worked at another NAPFA Registered Fee Only Investment Advisory Firm in the Hartford area where her focus was financial planning and investment management.

Disciplinary Information: None

Other Business Activities: None

Additional Compensation: None

Arbitration Claims: None

Bankruptcy Petition: None