

Investment Advisory Services Brochure

Enlightened Finance LLC

(CRD# 282965)

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Largo, FL 33770

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This brochure provides information about the qualifications and business practices of Enlightened Finance LLC advisory services that have been proposed. This brochure should be reviewed, and its contents considered before any investment is made. Enlightened Finance LLC is a Registered Investment Adviser. Registration of an Investment Adviser does not imply any level of skill or training. If you have any questions about the contents of this brochure, please contact us at 248-854-1696.

Information has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority. Additional information about Enlightened Finance LLC can be is available on the SEC's website at www.adviserinfo.sec.gov.

March 13, 2023

Item 2: Material Changes

This brochure (dated 01/27/2023) has been prepared according to the SEC's requirements and rules. Pursuant to the amendments adopted by the SEC in July 2010, we are required to provide you with a list of material changes that have occurred since our last issuance of this Document. The material changes in this brochure from the last annual updating amendment of Enlightened Finance LLC on 02/18/2022 are described below. Material changes relate to Enlightened Finance LLC's policies, practices or conflicts of interests. Additional copies of our brochure can be requested by contacting support@efinancelc.com.

- Enlightened Finance LLC is now organized in the state of Florida. (Item 4)

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Item 4: Advisory Business

Enlightened Finance LLC (“Enlightened”) is a Florida Limited Liability Company. We were incorporated in 2022 under Florida law, prior to 2022 we were incorporated under Michigan Law. We are registered with the following states, Michigan (April of 2016), Florida (March of 2018), California (April of 2018), Texas (June of 2018), and Indiana (October of 2021).

Alexander L. Martin is the principal owner of the company. Please see pages 10-12 of this document for further detail about Mr. Martin.

Enlightened was formed with the intent of delivering logical, independent, and transparent advice to a broad range of clients. It is our belief that investment advice does not have to be complicated or difficult to understand in order to be sound. Exactly the opposite is actually the way we believe it should be. To this end, we offer individual financial planning for a fixed fee or on-going consultation for a percentage of the agreed upon assets. In each of the following descriptions of services, clients can expect to receive tailored, customized advice based on their individual needs, goals, and tolerance for risk. This will include an interview session to get to know the client’s specific needs and requirements as well as a plan that will be executed by Enlightened on behalf of the client. Enlightened may use model allocations, together with a specific set of recommendations for each client based on their personal restrictions, needs, and targets. Clients may impose restrictions in investing in certain securities or types of securities in accordance with their values or beliefs.

Most portfolios will include or be designed with the intention of using a majority of ETFs and individual fixed income securities. Other securities, due primarily to legacy assets transferred into the account, will be included to the extent they represent a material benefit to the client (e.g., low basis holdings, sentimental attachment, values-based investments).

Custom Consultation and Financial Planning— Individual consultation can define a broad range of services covering a broad range of assets. Financial plans and financial planning may include but are not limited to: investment planning; life insurance; tax concerns; retirement planning; business advice; education planning; and debt/credit planning. You can expect fees to be quoted in a manner commensurate with the services you would like performed. Fixed fees for financial projections, forensic analysis, one-time manager or consultant reviews or second opinions would be common examples of this type of service. Actual fees will be agreed to between you, your advisor, and Enlightened. In offering financial planning, a conflict exists between the interests of the investment adviser and the interests of the client. The client is under no obligation to act upon the investment adviser's recommendation, and, if the client elects to act on any of the recommendations, the client is under no obligation to affect the transaction through the investment adviser. This statement is required by California Code of Regulations, 10 CCR Section 260.235.2.

Written Acknowledgement of Fiduciary Status - When we provide investment advice to you regarding your retirement plan account or individual retirement account, we are 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. The way we make money creates some conflicts with your interests, so we operate under a special rule that requires us to act in your best interest and not put our interest ahead of yours. Under this special rule’s provisions, we must:

- Meet a professional standard of care when making investment recommendations (give prudent advice);
- Never put our financial interests ahead of yours when making recommendations (give loyal advice);
- Avoid misleading statements about conflicts of interest, fees, and investments;

- Follow policies and procedures designed to ensure that we give advice that is in your best interest;
- Charge no more than is reasonable for our services; and
- Give you basic information about conflicts of interest.

On-going Management – Management of this type would typically incorporate developing an appropriate asset allocation and researching individual investments or investment managers to fulfill the asset allocation requirements. After the initial implementation of the portfolio, we will monitor your investments and make performance and other relevant information available to you electronically on a daily basis. You may meet in person, talk over the phone, correspond by email or not communicate at all in any given quarter.

The content and format of portfolio correspondence may vary from client to client. We provide reports and information based upon the specific circumstances and needs of the client, and upon the reporting protocol from time to time adopted by us.

While the description above is a common scenario, it is possible that your situation is different and that “on-going” could mean something different. If this is the case, all parties must agree in writing regarding the expectations and fee.

We do not participate in any wrap-fee programs.

Current Assets Under Management

As of March 2023, Enlightened Finance LLC manages \$111,904,613 discretionary and \$810,000 non-discretion assets under management.

Item 5: Fees and Compensation

Our fee structure is intended to accommodate as many reasonable circumstances as possible.

On-going Asset Management: Management of typical liquid investment portfolios would typically follow the incremental schedule below and will apply in aggregate to all accounts identified in the advisory services agreement and subsequent addendums wherein accounts may be added or removed:

| Aggregate Dollar Value of Assets Under Management | Annual Rate |
|---|-------------|
| \$10,000 - \$2,000,000 | 1.20% |
| \$2,000,001+ | 0.90% |

Depending on the scope of services and other business considerations fees outside this range may be negotiated but, must be agreed to in writing by Enlightened Finance LLC, the Advisory Representative, and the Client. Clients coming from an advisor transferring from another advisory firm can maintain the existing fee amount, however fees will be monthly, in arrears regardless of how they were previously assessed.

Lower fees for comparable services may be available from other sources.

The advisory fee will be due and payable in monthly installments in arrears. The amount of such installments will be 1/12 of the applicable amount associated with the Annual Rate for all covered assets calculated as of the close of business on the last business day of the month. The fee may be deducted from the account as of the first day following the close of the billing period. Quarterly billing on the same basis may be used rather than monthly if circumstances warrant it.

The Client or Advisor will designate one or more accounts from which to draw fees. Enlightened

Finance LLC will designate an account for fees if the client or Advisor fail to do so. The client and/or Advisor is responsible for making sure there is sufficient cash in the account to pay fees. Enlightened Finance LLC is permitted to sell investment positions to create cash sufficient to pay all fees if the Client or Advisor fail to do so. Enlightened Finance LLC reserves the right to change the account from which fees are deducted in its sole discretion, without advance notice or approval.

Client authorizes Enlightened Finance LLC to debit the account for purposes of paying Advisory Fees. Client will be able to see deductions within the activity section of the custodial statements and/or other electronic delivery.

In the event of an error, Enlightened Finance LLC reserves the right to make an adjustment to Client's advisory fee. In such event, Enlightened Finance LLC will notify Client of the correction within a reasonable amount of time.

The annual advisory fee schedule may also be changed by Enlightened Finance LLC upon thirty (30) days prior written notice to Client, during which time Client may terminate the advisory services agreement by providing Enlightened Finance LLC with a written notice of termination. If no notice of termination is given, or if Client authorizes any solicited buy transactions during the 30-day period, the new advisory fee will become effective as of the notification date or buy transaction date, unless otherwise noted by Enlightened Finance LLC. Additionally, if, for any reason, an advisory fee is changed mid-billing period, the fee will be calculated based upon the number of days each fee was effective during such time period.

Client is advised that certain of the Investment Advisor's services may be available from other sources for less.

Custom Consultation and Financial Planning: These fees are negotiable and may be flat dollar amounts or based on a percentage of net worth depending on the nature of the work performed. The hourly rate for creating financial plans is \$250/hour. The fixed rate for creating client financial plans is between \$500 and \$50,000. The final fee schedule will be documented in the advisory services agreement.

Other Fees: Clients may incur other fees associated with investing that are not directly associated with our advisory fees. For example, Mutual Fund and Electronically Traded Funds charge internal expenses and the custodian you choose to hold your account will charge fees such as annual maintenance fees and trading fees. In most cases these types of fees are easily identifiable and we are happy to review them with you. Please see Item 12 for additional information about brokerage services.

Alexander L. Martin in his outside business activities (see Item 10 below) is licensed to accept compensation for the sale of insurance products to Enlightened Finance LLC clients.

- This presents a conflict of interest and gives the supervised person an incentive to recommend products based on the compensation received rather than on the client's needs. When recommending the sale of securities or investment products for which the supervised persons receive compensation, Enlightened Finance LLC will document the conflict of interest in the client file and inform the client of the conflict of interest.
- Clients always have the right to decide whether to purchase Enlightened Finance LLC - recommended products and, if purchasing, have the right to purchase those products through other brokers or agents that are not affiliated with Enlightened Finance LLC.
- Commissions are not Enlightened Finance LLC's primary source of compensation for advisory services.

- Advisory fees that are charged to clients are not reduced to offset the commissions or markups on securities or investment products recommended to clients.

Item 6: Performance -based fees and Side-by-Side Management

We do not charge performance-based fees nor do we perform Side-by-Side Management.

Item 7: Types of Clients

We serve and/or anticipate serving individuals, trusts, retirement plans, non-profit and for-profit organizations.

There is no account minimum.

Item 8: Method of Analysis, Investment Strategies and Risk of Loss

The process by which recommendations are ultimately made involves the collection of oral and written information. Typically, we will begin this discovery process with a discussion to help contextualize the information that we will later request in written form and get a sense of the scope of the engagement. The client will then be asked to supply information relevant to the project. This information commonly includes financial statements, risk tolerance assessments, employer benefits, etc. If the written or oral information we are provided is incomplete or inaccurate it may affect the accuracy or relevance of the resulting recommendations.

For determining recommendations, we may use proprietary or non-proprietary software as well as potentially many other sources of information (e.g., periodicals, outside experts, and your other advisors). Recommendations might include specific investments, asset allocation strategies, financial projections, financial due diligence and assistance with illiquid or alternative assets.

Fundamental analysis involves the analysis of financial statements, the general financial health of companies, and/or the analysis of management or competitive advantages.

Technical analysis involves the analysis of past market data; primarily price and volume.

Cyclical analysis involves the analysis of business cycles to find favorable conditions for buying and/or selling a security.

Quantitative analysis deals with measurable factors as distinguished from qualitative considerations such as the character of management or the state of employee morale, such as the value of assets, the cost of capital, historical projections of sales, and so on.

Modern portfolio theory is an investment approach that attempts to maximize portfolio expected return for a given amount of portfolio risk, or equivalently minimize risk for a given level of expected return, by carefully choosing the proportions of various assets.

Risk of Loss:

At all times our goal is to provide prudent advice consistent with the goals of our clients. The advice offered by our Firms is specific to each client and unique to each advisor. Clients are expected to make reasonable efforts to understand their risk. If clients experience a change in circumstance impacting them financially, they should let us know in writing so that we might have the opportunity to assist in any changes that might be prudent. Similarly, if a client wishes to impose reasonable restrictions for their portfolios, they must be communicated to us in writing.

With regard to On-going Management of a portfolio or a Custom Consulting engagement it is possible that a client could lose money by investing in recommended funds or securities. We commonly recommend strategies that involve the use of mutual funds and/or electronically traded funds. These funds, while commonly used by investors can lose money and the loss could be increased if trading is frequent and custodial or investment transaction costs are high. Further, it is possible that an increased tax burden could occur by trading securities that have capital gains. However, high volume trading is not anticipated for our clients.

Fundamental analysis concentrates on factors that determine a company's value and expected future earnings. This strategy would normally encourage equity purchases in stocks that are undervalued or priced below their perceived value. The risk assumed is that the market will fail to reach expectations of perceived value.

Technical analysis attempts to predict a future stock price or direction based on market trends. The assumption is that the market follows discernible patterns and if these patterns can be identified then a prediction can be made. The risk is that markets do not always follow patterns and relying solely on this method may not work long term.

Cyclical analysis assumes that the markets react in cyclical patterns which, once identified, can be leveraged to provide performance. The risks with this strategy are two-fold: 1) the markets do not always repeat cyclical patterns and 2) if too many investors begin to implement this strategy, it changes the very cycles these investors are trying to exploit.

Quantitative analysis. Investment strategies using quantitative models may perform differently than expected as a result of, among other things, the factors used in the models, the weight placed on each factor, changes from the factors' historical trends, and technical issues in the construction and implementation of the models.

Modern Portfolio Theory assumes that investors are risk averse, meaning that given two portfolios that offer the same expected return, investors will prefer the less risky one. Thus, an investor will take on increased risk only if compensated by higher expected returns. Conversely, an investor who wants higher expected returns must accept more risk. The exact trade-off will be the same for all investors, but different investors will evaluate the trade-off differently based on individual risk aversion characteristics. The implication is that a rational investor will not invest in a portfolio if a second portfolio exists with a more favorable risk-expected return profile – i.e., if for that level of risk an alternative portfolio exists which has better expected returns.

We do not represent, warrant, or imply that the services or advice we provide can predict the future. Past performance does not guarantee future results.

Risk of Specific Securities Utilized:

Fixed income investments generally pay a return on a fixed schedule, though the amount of the payments can vary. This includes corporate and government debt securities, leveraged loans, high yield, and investment grade debt and structured products, such as mortgage and other asset-backed securities, although individual bonds may be the best-known type of fixed income security. In general, the fixed income market is volatile, and fixed income securities carry significant interest rate risk. (As interest rates rise, bond prices usually fall, and vice versa. This effect is usually more pronounced for longer-term securities.) Fixed income securities also carry inflation risk, liquidity risk, call risk and credit and default risks for both issuers and counterparties. The risk of default on treasury inflation protected/inflation linked bonds is dependent upon the U.S. Treasury defaulting, but these bonds still carry a risk of losing share price value. Risks of investing in foreign fixed income securities also include

the general risks inherent in non-U.S. investing.

Exchange Traded Funds (ETFs): An ETF is an investment fund traded on stock exchanges, similar to stocks. Investing in ETFs carries the risk of capital loss (sometimes up to a 100% loss in the case of a stock holding bankruptcy). Areas of concern include the lack of transparency in products and increasing complexity, conflicts of interest, and the possibility of inadequate regulatory compliance. Precious Metal ETFs (e.g., Gold, Silver, or Palladium Bullion backed “electronic shares” not physical metal) specifically may be negatively impacted by several unique factors, among them (1) large sales by the official sector which own a significant portion of aggregate world holdings in gold and other precious metals, (2) a significant increase in hedging activities by producers of gold or other precious metals, (3) a significant change in the attitude of speculators and investors.

Separate Account Money Managers: These are managers following a specific strategy without regard to how the remainder of a client’s money may be allocated. Often these managers will create an account separate from the custodian at which a client maintains the remainder of their portfolio. These managers typically charge a fee separate from that of the Enlightened Finance LLC advisory charge which remains the same. New clients that have separate account manager relationships that they wish to preserve and make a part of their overall investment strategy might be accepted by Enlightened assuming a proper relationship between the manager and Enlightened can be accomplished. In this case the manager’s fees would be in addition to that of Enlightened.

Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.

Item 9: Disciplinary Information

We are required to disclose all material facts regarding any legal or disciplinary events that would be considered material to your evaluation of our firm or the integrity of our management.

During the period from November 2012 through March 2015, Martin, while serving as co-President of CSSC Brokerage Services, Inc., failed to reasonably supervise a registered representative selling two private offerings, including registered representative DS. DS lacked a reasonable basis for recommending the offerings to his customers and caused two specific customers to over-concentrate their accounts in illiquid private offerings that were inconsistent with their investment objectives and risk tolerance. By virtue of the forgoing, Martin violated NASD Conduct Rule 3010, 3110, and Rule 2010.

Mr. Martin was sanctioned with a 20-day suspension from supervisory activities within a FINRA associated firm and a \$10,000 fine.

All material conflicts of interest under Section 260.238 (k) of the California Corporations Code are disclosed regarding the investment adviser, its representatives or any of its employees, which could be reasonably expected to impair the rendering of unbiased and objective advice.

Item 10: Other Industry Activities and Affiliations

Enlightened Finance. Alexander L. Martin is also a licensed insurance agent. From time to time, he may offer clients advice or products from those activities and clients should be aware that these services may involve a conflict of interest. Enlightened Finance LLC always acts in the best interest of the client and clients always have the right to decide whether or not to utilize the services of any representative of Enlightened Finance LLC in such individual’s outside capacities.

Gregory Hock is the Interim CFO for Molecular Decoys Inc. and is the Co-Founder and Director for The Nest. He is also the Managing Member of Eugene Kids LLC. Gregory Hock is the Owner and Managing Partner of 15305 LLC, and is the President of Goalpulse, Inc. Gregory Hock is the Owner of the Hock Company, and the Vice President of Fabulous Foods Limited. From time to time, he may offer clients advice or products from those activities and clients should be aware that these services may involve a conflict of interest. Enlightened Finance LLC always acts in the best interest of the client and clients always have the right to decide whether or not to utilize the services of any representative of Enlightened Finance LLC in such individual's outside capacities.

Thomas Delpup is the owner of Sextant Advisor Group. He is also a Lawyer. and the President of Rochester Bike Shop, Inc. Thomas Delpup is a licensed insurance agent. From time to time, he may offer clients advice or products from this activity. Clients should be aware that these services pay a commission and involve a possible conflict of interest, as commissionable products can conflict with the fiduciary duties of a registered investment adviser. Enlighten Finance LLC always acts in the best interest of the client; including in the sale of commissionable products to advisory clients. Clients are in no way required to utilize the services any representative of Enlighten Finance LLC in such individual's outside capacity.

Steven Bankler is the owner of Bankler Advisory Services and Steven Bankler, CPA, LTD. Steven Bankler is a CPA and a licensed insurance agent. From time to time, he may offer clients advice or products from these activities. Clients should be aware that these services pay a commission and involve a possible conflict of interest, as commissionable products can conflict with the fiduciary duties of a registered investment adviser. Enlighten Finance LLC always acts in the best interest of the client; including in the sale of commissionable products to advisory clients. Clients are in no way required to utilize the services any representative of Enlighten Finance LLC in such individual's outside capacity.

Gina Valorz is a partner at Steven Bankler, CPA, LTD. Gina Valorz is a CPA and a licensed insurance agent. From time to time, she may offer clients advice or products from this activity. Clients should be aware that these services pay a commission and involve a possible conflict of interest, as commissionable products can conflict with the fiduciary duties of a registered investment adviser. Enlighten Finance LLC always acts in the best interest of the client; including in the sale of commissionable products to advisory clients. Clients are in no way required to utilize the services any representative of Enlighten Finance LLC in such individual's outside capacity.

Edward Anthony Bails is a licensed insurance agent with Fortified Wealth. Edward Anthony Bails a licensed insurance agent. From time to time, he may offer clients advice or products from this activity. Clients should be aware that these services pay a commission and involve a possible conflict of interest, as commissionable products can conflict with the fiduciary duties of a registered investment adviser. Enlighten Finance LLC always acts in the best interest of the client; including in the sale of commissionable products to advisory clients. Clients are in no way required to utilize the services any representative of Enlighten Finance LLC in such individual's outside capacity.

Neither Enlightened Finance LLC nor its representatives are registered as or have pending applications to become either a Pool Operator, or Commodity Trading Advisor or an associated person of the foregoing entities.

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

We have adopted a Code of Ethics Policy that prohibits avoidable conflicts of interest where possible and requires disclosure of conflicts that are not avoidable. In addition to other items, our Policy includes provisions for equitable trading among clients and the acknowledgement of the fiduciary standard by which investment advisors must act in the best interests of their clients. We will provide a copy of our

Policy upon any client or prospective client's written request.

From time to time, representatives of Enlightened may buy or sell securities for themselves that they also recommend to clients. This may provide an opportunity for representatives of Enlightened to buy or sell the same securities before or after recommending the same securities to clients resulting in representatives profiting off the recommendations they provide to clients. Such transactions may create a conflict of interest and in order to mitigate this, the Advisor's personal account trading must take a secondary position to trading for client accounts where the trades of one could affect the other. Enlightened Finance LLC does not recommend that clients buy or sell any security in which Enlightened Finance LLC or a related person has a material financial interest.

Item 12: Brokerage Practices

Advisors of our firm are not registered representatives of a broker/dealer. Therefore, clients are free to establish accounts with the firm that suits them best. Our Advisors may or may not be able to work with all brokerage firms. The client should discuss their preferences with the Advisor to determine whether the Advisor is able to work with that particular firm. The Advisor might suggest a firm based on their ability to work with them, range of services offered, and pricing. In each of these categories, it is expected that the recommended firm will be reasonably competitive within the marketplace.

Clients must refer to their advisory agreements for a complete understanding of how they may be permitted to direct brokerage. If a client directs brokerage, the client will be required to acknowledge in writing that the client's direction with respect to the use of brokers supersedes any authority granted to Enlightened Finance LLC to select brokers; this direction may result in higher commissions, which may result in a disparity between free and directed accounts; the client may be unable to participate in block trades (unless Enlightened Finance LLC is able to engage in "step outs") and trades for the client and other directed accounts may be executed after trades for free accounts, which may result in less favorable prices, particularly for illiquid securities or during volatile market conditions. Not all investment advisers allow their clients to direct brokerage.

Enlightened Finance LLC clients maintain customized portfolios, on top of which, the strategies most commonly deployed do not include low volume or company-specific securities. Therefore, it is highly unlikely that aggregating trades would produce a material benefit for clients. However, it is possible that an occasion arises in which aggregation would be beneficial. If that occurs, it is possible that you receive a less favorable trade execution.

Enlightened receives no referrals from a broker-dealer or third party in exchange for using that broker-dealer or third party.

Enlightened Finance LLC recommends TD Ameritrade Institutional, a division of TD Ameritrade, Inc. Member FINRA/SIPC.

Item 13: Review of Accounts

The Firm offers a broad range of potential services and, therefore, reviews can take a broad range of forms. Reviews commonly include at least a summary of advised assets the corresponding performance of the assets (assuming data exists). All clients receive daily electronic access to at least performance, activity, and asset allocation. Custom Consulting engagements may or may not include a review depending on what is agreed to in advance. Alexander L. Martin, Managing Member and Chief Compliance Officer will oversee the review process. The process is delivered electronically and performance information is available daily to clients. Non-periodic reviews may be triggered by material

market, economic, or political events, or by changes in client's financial situations (such as retirement, termination of employment, physical move, or inheritance). All clients that agree to electronic communication will receive access to daily reporting.

Item 14: Client Referrals and Other Compensation

Enlightened compensates appropriately licensed individuals (solicitors) for client referrals. Insurance products are sometimes necessary to satisfy client needs. If a client purchases insurance products through an Enlightened advisor, they should be aware that a commission or other compensation might be paid by the insurance company. Though it might be logical and necessary to fulfill a client's need, it is possible an inherent conflict of interest would exist, as commissionable products might conflict with the fiduciary duties of a registered investment adviser. Enlightened Finance LLC always acts in the best interest of the client; including the sale of commissionable products to advisory clients. Clients always have the right to decide whether or not to utilize the services of any Enlightened Finance LLC representative in such individual's outside capacities.

Other Compensation:

Our advisors do not receive compensation for the investments they recommend or brokerage commissions for buying or selling securities on a client's behalf. Brokerage commission, if any, are directly applicable to the Custodian.

Some of our Advisors are licensed insurance agents. In this capacity they may earn commissions for insurance-related products a client purchases. Some insurance companies pay higher commissions than others and could represent a conflict of interest. Our Advisors have access to a wide range of solutions for clients and they are expected to demonstrate to clients logical, well-supported, recommendations.

As part of the Program, Enlightened Finance LLC may recommend TD Ameritrade to clients for custody and brokerage services. There is no direct link between Enlightened Finance LLC's participation in the Program and the investment advice it gives to its clients, although Enlightened Finance LLC receives economic benefits through its participation in the Program that are typically not available to TD Ameritrade retail investors. These benefits include the following products and services (provided without cost or at a discount): receipt of duplicate client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving Enlightened Finance LLC participants; access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to client accounts); the ability to have Enlightened Finance LLC's fees deducted directly from client accounts; access to an electronic communications network for client order entry and account information; access to mutual funds with no transaction fees and to certain institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to Enlightened Finance LLC by third party vendors. TD Ameritrade may also pay for business consulting and professional services received by Enlightened Finance LLC's related persons. Some of the products and services made available by TD Ameritrade through the Program may benefit Enlightened Finance LLC but may not benefit its client accounts. These products or services may assist Enlightened Finance LLC in managing and administering client accounts, including accounts not maintained at TD Ameritrade. Other services

made available by TD Ameritrade are intended to help Enlightened Finance LLC manage and further develop its business enterprise. The benefits received by Enlightened Finance LLC or its personnel through participation in the Program do not depend on the amount of brokerage transactions directed to TD Ameritrade. As part of its fiduciary duties to clients, Enlightened Finance LLC endeavors at all times to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits by Enlightened Finance LLC or its related persons in and of itself creates a conflict of interest and may indirectly influence the Enlightened Finance LLC's choice of TD Ameritrade.

Item 15 Custody:

Under government regulation, we are deemed to have custody of Client assets because we are authorized to instruct your custodian to deduct our fees directly from your account. However, we do not maintain physical custody of any positions reported in your account. Your custodian will not allow us to transfer money (other than our agreed upon fee) to or from your accounts without your written authorization. Similarly, we are not authorized to hold or receive any stock, bond, cash or other security. Your brokerage assets must be held with a "qualified custodian" as required under SEC Rule 206(4)-2. Custody is also disclosed in Form ADV because we have authority to transfer money from client account(s), which constitutes a standing letter or authorization (SLOA). Accordingly, we will follow the safeguards specified by the SEC rather than undergo an annual audit.

When it deducts fees directly from client accounts at a selected custodian, Enlightened Finance LLC will be deemed to have limited custody of client's assets and must have written authorization from the client to do so. Clients will receive all account statements and billing invoices that are required in each jurisdiction, and they should carefully review those statements for accuracy.

Account statements are different from Advisor review. They are produced directly by your custodian and should be reviewed carefully as they represent the "final word" about what you own in those accounts as well as all account activity.

Item 16: Investment Discretion

Our Firm anticipates assuming discretionary responsibility over investments included in On-going Management as a convenience to clients. Our standard advisory services agreement has this permission written into it but allows for a client to "opt-out". This means that, although we can still discuss buy and sell decisions with you, we are not required to obtain specific authority to buy or sell any given position. This includes the timing and amount of each trade. Clients have the option to disallow Advisor discretion and should discuss the advantages and disadvantages of it with their Advisor. Trading discretion should not be confused with the ability to transfer money into or out of the account, which is not allowed. Clients are responsible for actively reviewing trade confirmations account activity and reporting to the Advisor any trades or other activity they feel might be in error. Clients may place reasonable restrictions on the account (e.g., maximum value of trades, faith-based preferences, etc.) as long as they are submitted in writing and agreed to in writing by Enlightened Finance, LLC. The Client may also call Enlightened Finance LLC directly.

Item 17: Voting Client Securities

Enlightened Finance LLC will not ask for, nor accept voting authority for client securities. Clients will receive proxies directly from the issuer of the security or the custodian. Clients should direct all proxy questions to the issuer of the security.

Item 18: Financial Information

We do not solicit or require prepayment of more than \$500 in fees per client, six months or more in advance. We do not have any financial condition that is reasonably likely to impair the ability to meet contractual commitments to you.

Enlightened Finance LLC has not been the subject of a bankruptcy petition in the last ten years.

Item 19: Requirements for State Registered Advisers

- A. Alexander L. Martin is the managing member and sole manager of Enlightened Finance LLC, established in 2014. Alexander L. Martin graduated from Michigan State University in 1995 and has worked directly in the financial services industry ever since. He has held positions from Associate to President of insurance and brokerage companies. Alexander L. Martin holds Certified Investment Management Analysts (CIMA) and Certified Employee Benefits (CEBS) designations as well as licenses for Life, Accident & Health, and Property & Casualty insurance. Other business activities for each relevant individual can be found on the individual's Form ADV Part 2B brochure supplement.
- B. Our Firm is not engaged in any business other than providing financial advice.
- C. Neither our firm or any of its Advisors are compensated for advisory services with performance-based fees.
- D. Disclosure Items: During the period from November 2012 through March 2015, Martin, while serving as co-President of CSSC Brokerage Services, Inc., failed to reasonably supervise registered representatives selling two private offerings, including registered representative DS. DS lacked a reasonable basis for recommending the offerings to his customers and caused two specific customers to over-concentrate their accounts in illiquid private offerings that were inconsistent with their investment objectives and risk tolerance. By virtue of the foregoing, Martin violated NASD Conduct Rule 3010, 3110, and Rule 2010.

E.

Sanction: 20-day suspension from supervisory activities within a FINRA associated firm and a \$10,000 fine.

Additional information about disclosable events of our firm or its Advisors, please see Item 9 "Disciplinary Information" in this document.

Other Arrangements

Neither our Firm nor any of our Advisors have any arrangement with any securities issuer that is not listed in 10.C of Part II A.

ADV Part 2(b)

Item 1 – **Cover Page** Alexander L. Martin
Managing Member (CRD# 2623934)

Enlightened Finance, LLC
1337 Smith Avenue Royal Oak, MI. 48073
(248) 854-1696

This brochure supplement provides information about Alexander L. Martin that supplements the Enlightened Finance, LLC 2B brochure. Please contact us at 248-854-1696 if you did not receive a complete copy of Enlightened Finance, LLC's brochure or if you have questions about the contents of this supplement.

Additional information about Alexander L. Martin is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2: Education and Business Experience Year

Date of Birth: 1973

Formal Education After High School:

Bachelor of Science in Business and Finance from Michigan State University, 1995

Business Background: (last 5 years +)

04/2016 to Present: Enlightened Finance, LLC – Managing Member

01/2017 to Present: Schechter Investment Advisors – Investment Adviser Representative

12/2016 to Present: Schechter Wealth – Insurance Agent

08/2006 to 06/2016: CSSC Brokerage Services, Inc. – Co-President

02/1998 to 03/2016: CSSC Investment Advisory Services, Inc. – Senior Consultant

05/2009 to 09/2013: Consulting Services Support Corporation – Director

08/2001 to 03/2007: Mutual Service Corporation – Registered Representative

Professional Designations Held¹: CEBS®, CIMA®**Licensing and Certifications:**

Alexander L. Martin has passed the Series 65 examination

Life, Accident & Health, Michigan Property & Casualty Insurance

Item 3: Disciplinary Information

- A. Enlightened Finance LLC is required to disclose all facts regarding any legal or disciplinary events that

would materially impact a client's evaluation of Alexander L. Martin. During the period from November 2012 through March 2015, Martin, while serving as co-President of CSSC Brokerage Services, Inc., failed to reasonably supervise registered representatives selling two private offerings, including registered representative DS. DS lacked a reasonable basis for recommending the offerings to his customers and caused two specific customers to over-concentrate their accounts in illiquid private offerings that were inconsistent with their investment objectives and risk tolerance. By virtue of the forgoing, Martin violated NASD Conduct Rule 3010, 3110, and Rule 2010.

Sanction: 20-day suspension from supervisory activities within a FINRA associated firm and a \$10,000 fine.

Item 4: Other Business

. Alexander L. Martin is also a licensed insurance agent that coordinates insurance business through Schechter Wealth. From time to time, he may offer clients advice or products from those activities and clients should be aware that these services may involve a conflict of interest. Enlightened Finance LLC always acts in the best interest of the client and clients always have the right to decide whether or not to utilize the services of any representative of Enlightened Finance LLC in such individual's outside capacities.

Item 5: Additional Compensation

Other than salary, annual bonuses, or regular bonuses, Alexander L. Martin does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through Enlightened Finance LLC.

Item 6: Supervision

As a member of Enlightened Finance LLC, Alexander L. Martin is responsible for completing a risk tolerance questionnaire for each of his clients, detailing investment objectives, time frames, and financial information. Alexander L. Martin is also responsible for supervising the recommendations made to his clients in the initial analysis, any on-going quarterly reviews and trading in client accounts. Enlightened Finance LLC has written supervisory and compliance procedures that are reasonably designed to detect and prevent violations of the securities laws, rules, and regulations. A client may call 248-854-1696 with any questions about this policy.

Item 7: Requirements for State Registered Advisers

This disclosure is required by state securities authorities and is provided for your use in evaluating this investment advisor representative's suitability.

A. Alexander L. Martin has not been involved in any of the events listed below.

1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
 - a) an investment or an investment-related business or activity;
 - b) fraud, false statement(s), or omissions;

- c) theft, embezzlement, or other wrongful taking of property;
 - d) bribery, forgery, counterfeiting, or extortion; or
 - e) dishonest, unfair, or unethical practices.
 - 2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
 - a) an investment or an investment-related business or activity;
 - b) fraud, false statement(s), or omissions;
 - c) theft, embezzlement, or other wrongful taking of property;
 - d) bribery, forgery, counterfeiting, or extortion; or
 - e) dishonest, unfair, or unethical practices.
- B. In November 2010, Alexander L. Martin made a compromise with Chase Bank. Mr. Martin agreed to pay \$105,000 of the original amount owed of \$210,000 from a previous residence.

¹ Please see a description of the qualifications for these designations on the following page.

Professional Designation Qualifications

Certified Employee Benefit Specialist (CEBS®)

The Certified Employee Benefit Specialist was established in 1977 through a partnership of the International Foundation of Employee Benefit Plans and the Warton School of the University of Pennsylvania. The International Foundation, the largest educational organization in the employee benefits field. Is responsible for the overall administration of the program. The Warton School oversees academic content and standards.

Holders of the CEBS designation must apply for acceptance into the Foundation's program and then pass eight courses with topics including group benefits, health plans, retirement plans, compensation management, and other related topics.

From <http://www.ifebp.org/CEBSDesignation/Overview/> as of July 21, 2011

Certified Investment Management Analyst (CIMA®)

The CIMA certification signifies that an individual has met initial and on-going experience, ethical, education, and examination requirements for investment management consulting, including advanced investment management theory and application. Prerequisites for the CIMA certification are three years of financial services experience and an acceptable regulatory history.

To obtain the CIMA Certification, candidates, must pass an online Qualification Examination, successfully complete a one-week classroom education program provided by a Registered Education Provider at an AACSB accredited university business school, pass an online Certification Examination, and have an acceptable regulatory history as evidenced by FINRA Form U-4 or other regulatory requirements. CIMA designees are required to adhere to IMCA's Code of Professional Responsibility, Standards of Practice and Rules and Guidelines for Use of the Marks. CIMA designees must report 40 hours of continuing education credits, including two ethics hours, every two years to maintain the certification. The designation is administered through Investment Management Consultants Association (IMCA).

The CIMA certification has earned ANSI® (American National Standards Institute) accreditation under the personal certification program. The ANSI, is private non-profit organization that facilitates standardization and conformity assessment activities in the United States. CIMA is the first financial services credential to meet this international standard for personnel certification.

From www.imca.org as of July 21st, 2011.