

# ADVISORY SERVICES, LLC

## FORM ADV PART 2A FIRM BROCHURE

March 24, 2023

This brochure provides information about the qualifications and business practices of Marygold & Co. Advisory Services, LLC and its registered investment adviser representatives. Any questions about the contents of this brochure may be directed to [Marygold & Co. Advisory Services](#) by calling 877-249-8973 or by emailing [Support@Marygoldandco.com](mailto:Support@Marygoldandco.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission (“SEC”) or by any state securities authority. Registration does not imply a certain level of skill or training. Additional information about [Marygold & Co. Advisory Services](#) also is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The site may be searched by a unique identifying number known as a CRD number. [Marygold & Co. Advisory Services, LLC’s](#) CRD number is 310439.

## ITEM 2 MATERIAL CHANGES

This version of Part 2A of Form ADV (“Firm Brochure”) dated (insert date here) contains information about our business practices as well as a description of potential conflicts of interest relating to our advisory business that could affect a client’s account with us. We are providing this material in accordance with Rule 204-3 of the Investment Advisers Act of 1940, which requires a registered investment adviser to provide a written disclosure statement upon entering into an advisory relationship.

### **Material Changes made since the last update.**

Updated firm description. (Item 4)

Updated Other Fees and Payment (Item 5.B.) Fees now collected quarterly.

### **Full Brochure Available:**

We will provide a new version of the Firm Brochure as necessary when updates or new information are added, at any time, without charge. To request a complete copy of our Firm Brochure, contact us by telephone at 877-249-8973 or by email to Support@Marygoldandco.com.

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## ITEM 4 ADVISORY SERVICES

### A. FIRM DESCRIPTION

Marygold & Co. Advisory Services, LLC (the “Firm”) is as an internet investment adviser, relying on rule 203A-2(e), currently registered with the SEC. The Firm is a limited liability company formed under the laws of the State of Delaware. The Firm is wholly owned by Marygold & Co., a subsidiary of The Marygold Companies, Inc., a global diversified holding company.

Marygold & Co. Advisory Services, LLC is part of Marygold & Co., a new mobile application service that offers a secure way to send, receive, pay and save through a customizable mobile platform. Marygold & Co. is a Financial Technology company and not a bank. Banking products are provided via Community Federal Savings Bank. The primary focus of the Firm is to empower individuals by expanding their financial independence. Our services will be provided to our clients through the use of Marygold & Co.’s online mobile application platform.

Marygold & Co. Advisory Services, LLC, USCF Advisers and Tiger Financial & Asset Management are under common control of The Marygold Companies Inc., a global diversified holding company.

### B. TYPES OF ADVISORY SERVICES

All services provided by the Firm will be facilitated exclusively through the Marygold & Co. online mobile platform. The platform will provide clients with account aggregation services, financial budgeting services, credit support services, as well as access to a variety of target date model portfolios (Money Pools).

#### *Account Aggregation Services:*

The Marygold & Co. online platform will allow clients to view their account information from various institutions all in one place. This service will allow clients to access multiple accounts held in different institutions, accessing assets held on various platforms. The service will compile the information held in their checking, savings, 401(k)s, IRAs, and brokerage accounts and provide a place where they can easily view their aggregate balance and determine how to manage their assets.

#### *Financial Budgeting Services:*

The Marygold & Co. online platform will provide the client with financial budgeting advice and tools that will track their investments, help to adjust their household budget, estimate expenses, and help with retirement planning.

#### *Credit Score and Credit Support Services:*

Another service that will be available on the mobile platform will be credit support services. These services will educate the client on a variety of credit score topics. The credit support service will include advice for

building up a credit score, educational brochures in regard to identity theft, and information on credit health.

*Model Portfolio (Money Pool) Investment Services:*

Our Money Pool services will be provided through the Marygold Mobile Application (the “Mobile Application”). Each Client will be able to set up Money Pools that act as goal-oriented savings accounts. When setting up a Money Pool, Clients will be asked a series of questions relating to their investment goals and investment time horizon (the “Investment Goals”). The Investment Goals do not include questions about a client’s risk tolerance, financial situation or investment experience because Marygold treats each Client as a novice investor. As novice investors, Marygold will provide Client’s with educational materials on investing best practices, investment strategies and other useful tools that will help them become more sophisticated and experienced investors. The Mobile Application, through the use of software-based modeling will provide the Client with a recommended investment strategy for how to achieve their Money Pool’s stated goal based on their Investment Goals (the “Investment Strategy”). All Clients will come to Marygold as banking clients of Marygold’s parent company, Marygold & Co. As banking clients, the Mobile Application will have access to financial data about Clients that will be taken into account when developing the Investment Strategy.

The Mobile Application will provide a recommendation as to how the Money Pool should be allocated (the “Recommendation”) among various model portfolios (the “Model Portfolios”) in a way that will best accomplish the Money Pool’s Investment Strategy. Each Recommendation will provide a description of each Model Portfolio available on the Mobile Application in addition to the suggested percentage of the Money Pool that the Client should invest among the mix of Model Portfolios. Each description will include the length of time by which the investments in the Model Portfolio will be held and which securities will be in the Model Portfolio. The Recommendation will be made up of highly liquid Exchange Traded Funds (ETFs) that will include a mix of equity and/or fixed income allocations.

Once the Client has selected a particular allocation of Model Portfolios, their Money Pool is continuously monitored by the Client in their Mobile Application. Marygold will periodically suggest that the Client rebalance their Money Pools through an electronic notification via the Mobile Application recommending that the Money Pool be rebalanced to the set asset allocation. Clients will have the ability to invest funds allocated by their Model Portfolios that best fit their financial goals and correspond with their investment time horizons.

Prior to engaging Marygold to this service, Marygold requires each Marygold & Co. client to acknowledge that they have read the Investment Advisory Contract (“IAC”) on the Mobile Application prior to the

engagement of services. The IAC outlines the services and fees the client will incur pursuant to the IAC with the Firm. This agreement is always available through the Mobile Application platform.

### **C. TAILORED RELATIONSHIPS**

Marygold & Co. Advisory Services, LLC offers the same suite of services to all of its clients. The services offered by the Firm are organized on time horizons. Specific client portfolio decisions and their implementation are dependent upon the client's current situation (income, objectives, and most specifically time horizons for their investment goals). The analysis of their current financial goals is then used to construct a client specific plan to aid in the selection of portfolios, or Money Pools that matches the time horizon of the client's goals.

Clients may not impose restrictions in investing in certain securities or types of securities.

### **D. WRAP FEE PROGRAMS**

The Firm does not participate in and is not a sponsor of wrap fee programs. Any fee that Marygold's Clients are required to pay will be addressed in the Client account and managed by Marygold.

Wrap Fee Programs are arrangements between broker-dealers, investment advisers, banks and other financial institutions and affiliated and unaffiliated investment advisers through which the clients of such firms receive discretionary investment advisory, execution, clearing and custodial services in a "bundled" form. In exchange for these "bundled" services, the clients pay an all-inclusive (or "wrap") fee determined as a percentage of the assets held in the wrap account. Due to the nature of its advisory services.

### **E. ASSETS UNDER MANAGEMENT**

When calculating regulatory assets under management, an Investment Adviser must include the value of any advisory account over which it exercises continuous and regular advisory or management services.

As of March 24, 2023 Marygold & Co. Advisory Services, LLC reports 0\$ in client assets on a discretionary basis and 0\$ on a non-discretionary basis.

## **ITEM 5 FEES AND COMPENSATION**

### **A. DESCRIPTION AND BILLING**

Fees associated with account aggregation services, financial budgeting services, credit support services, and other client education and support are directly correlated to the cost of the financial mobile platform and are absorbed by the subscription to the platform itself.

The annual advisory fee for the Money Pool Investment Service will be 30 basis points (0.30%). This does

not include the underlying expenses of the ETFs. The IAC is valid for terms of one year with automatic one-year renewals. Any changes, such as an increase or decrease to the annual advisory fee, will be made to the IAC in writing.

## **B. OTHER FEES AND PAYMENTS**

Fees associated with the Money Pool Investment Service will be deducted directly from the client's account quarterly and collected in arrears. Clients with investments in ETFs will pay the underlying expenses of the ETFs selected. These expenses may include management fees, custodian fees, brokerage commission, and legal and accounting fees. Expenses of an ETF may vary and depend solely on the issuer of the ETF. Marygold & Co Advisory Services LLC will not collect any portion of the fees charged by the ETF issuers and will not be compensated by the ETF issuers.

## **C. REFUND AND TERMINATION POLICY**

Clients may terminate their services without penalty by withdrawing their investment from the Money Pool(s) at any time. Once the Firm receives notice of termination, any service fees owed will become due immediately. The Firm will then discontinue all services and responsibilities to the client's investment in the Money Pool(s). Since the Firm will be charging in arrears, if the service is terminated mid-month, the Firm will deduct on the day the client sells out of the Money Pool. Services will continue until terminated by the client.

## **D. OTHER COMPENSATION**

Neither the Firm nor any of its supervised persons accept any compensation for the sale of securities or other investment products, including asset-based sales charges or service fees from the sales of any securities.

# **ITEM 6 PERFORMANCE-BASED FEES AND SIDE-BY-SIDE MANAGEMENT**

## **A. PERFORMANCE-BASED FEES**

Neither the Firm nor any of its supervised persons accept performance-based fees. Performance-based fees are fees based on a share of capital gains on, or capital appreciation of the assets of the client.

## **B. SIDE-BY-SIDE MANAGEMENT**

Neither the Firm nor any of its supervised persons participate in side-by-side management. Side-by-side managements refers to the practice of managing accounts that are charged a performance-based fee as well as charged another type of fee, such as a flat fee, hourly fee, or an asset-based fee.



## **ITEM 7                    TYPES OF CLIENTS**

Our Firm offers services to individuals, high-net worth individuals, as well as pension and retirement plans. Our clients are individuals and families from all walks of life and all levels of investment expertise. Our Firm does not require a minimum account size. Our goal is to help individuals attain financial independence by creating an environment in which they can thrive.

### **Privacy Notice**

We collect certain nonpublic information about you ("Customer Information"). The essential purpose for collecting Customer Information is to allow us to provide advisory services to you. Customer Information we collect may include:

- Information that you provide on applications or other forms. This Customer Information may include personal and household information such as income, spending habits, investment objectives, financial goals, statements of account, and other records concerning your financial condition and assets, together with
- information concerning employee benefits and retirement plan interests, wills, trusts,
- mortgages and tax returns.
- Identifying information such as your name, age, address, social security number, etc.
- Information about your transactions with us, or others (e.g., broker-dealers, clearing firms, or other chosen investment sponsors).
- Information we receive from consumer reporting agencies (e.g., credit bureaus),
- as well as other various materials we may use to provide an appropriate recommendation or to fill a service request.

We restrict access to your nonpublic personal information to those employees who need to know that information to service your account. We maintain physical, electronic, and procedural safeguards that comply with applicable federal or state standards to protect our nonpublic personal information.

## **ITEM 8            METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS**

### **A. METHODS OF ANALYSIS**

The Firm may utilize one or more of the following methods of analysis when providing investment advice to its clients:

***Fundamental analysis*** concentrates on factors that determine a company's value and expected future earnings. It involves analyzing its financial statements and health, its management and competitive advantages and its competitors and markets. Fundamental analysis is performed on historical and present

data but with the goal of making financial forecasts. There are several possible objectives: to conduct a company stock valuation and predict its probable price evolution; to make a projection on its business performance; to evaluate its management and make internal business decisions and to calculate its credit risk. 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** is a method of evaluating securities by relying on the assumption that market data, such as charts of price, volume and open interest can help predict future (usually short-term) market trends. It attempts to predict a future stock price or direction based on market trends. Technical analysis assumes that market psychology influences trading in a way that enables predicting when a stock will rise or fall. Technical analysis methods employ software and other financial data management tools to assess various aspects of the marketplace. 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 markets react in cyclical patterns which, once identified, can be leveraged to provide performance. Cyclical analysis of economic cycles is used to determine how these cycles affect the returns of an investment, an asset class or an individual company's profits. Cyclical analysis is a time-based assessment which incorporates past and present performance to determine future value. Cyclical risks exist because the broad economy has been shown to move in cycles, from periods of peak performance followed by a downturn, then a trough of low activity. The risks of 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 of which they are trying to take advantage.

## **B. INVESTMENT STRATEGIES**

The Firm will provide a description of the Money Pool(s) on the [Marygold & Co.](#) online mobile application platform. Within each description, the Firm will include the investment strategy or approach most appropriate for the set Money Pool to yield the best results. The Money Pool(s) are structured based on time horizon and strategy. For example, a Money Pool with a longer time horizon, with a more traditionally moderate to aggressive strategy is an option that will be available to the end-user. A Money Pool with a shorter time horizon and a traditionally conservative investment strategy will also be available to the end-user. It is then the responsibility of the end-user to choose a Money Pool most appropriate for their needs, that aligns best with their risk tolerance and time horizon. The primary difference between the investment strategies utilized by the Firm is the percentage of equity and/or fixed income allocations in each Money Pool.

## **C. RISK OF LOSS**

Clients need to be aware that investing in securities involves risk of loss of the principal. Every method of analysis has its own inherent risks. To perform an accurate market analysis, the Firm must have access to current/new market information. The Firm has no control over the dissemination rate of market information; therefore, certain analyses may be compiled with outdated market information, severely limiting the value of the Firm's analysis. Furthermore, an accurate market analysis can only produce a forecast of the direction of market values. There can be no assurances that a forecasted change in market value will materialize into actionable and/or profitable investment opportunities.

Different types of investments involve varying degrees of risk, and it should not be assumed that future performance of any specific investment or investment strategy (including the investments and/or investment strategies recommended or undertaken by the Firm) will be profitable or equal any specific performance level(s). The Firm does not represent, warrant, or imply that its services or methods of analysis can or will predict future results, successfully identify market tops or bottoms, or insulate clients from losses due to market corrections or declines. Notwithstanding the Firm's method of analysis or investment strategy, the assets within the client's portfolio are subject to the risk of devaluation or loss. The client should be aware that many different events can affect the value of the client's assets or portfolio including, but not limited to, changes in the financial status of companies, market fluctuations, changes in exchange rates, trading suspensions and delays, economic reports, and natural disasters.

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, or bond 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 will be worth more today than a dollar next year, because purchasing power is eroding at the rate of inflation.

***Prepayment Risk:*** The returns on the collateral for the deal can change dramatically at times if the debtors prepay the loans earlier than scheduled.

***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:*** This risk is associated with a particular industry or a particular company within an industry.

***Liquidity Risk:*** Liquidity is the ability to convert an investment into cash readily. 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.

Risk Factors relevant to specific securities utilized include:

***Equity Securities:*** The value of the equity securities are subject to market risk, including changes in economic conditions, growth rates, profits, interest rates and the market's perception of these securities. While offering greater potential for long-term growth, equity securities are more volatile and riskier than some other forms of investment.

***Exchange Traded Funds ("ETF"):*** ETFs represent an interest in a passively managed portfolio of securities selected to replicate a securities index, such as the S&P 500 Index or the Dow Jones Industrial Average, or to represent exposure to a particular industry or sector. Unlike open-end mutual funds, the shares of ETFs are not purchased and redeemed by investors directly with the fund, but instead, are purchased and sold through broker-dealers in transactions on a stock exchange. Because ETFs are traded on an exchange, they may trade at a discount from or a premium to the net asset value per share of the underlying portfolio of securities. In addition to bearing the risks related to investments in equity securities, investors in ETFs intended to replicate a securities index bear the risk that the ETF's performance may not correctly replicate the performance of the index. Investors in ETFs, closed-end funds and other investment companies bear a proportionate share of the expenses of those funds, including management fees, custodial and accounting costs, and other expenses. Trading in ETFs also entails payment of brokerage commissions and other transaction costs.

***Fixed Income Securities:*** Prices of fixed income securities tend to move inversely with changes in interest rates. Typically, a rise in rates will adversely affect fixed-income security prices. The longer the effective maturity and duration of the client's portfolio, the more the portfolio's value is likely to react to interest rates. For example, securities with longer maturities sometimes offer higher yields but are subject to greater

price shifts as a result of interest rate changes than debt securities with shorter maturities. Some fixed income securities give the issuer the option to call, or redeem, the securities before their maturity dates. If an issuer calls its security during a time of declining interest rates, we might have to reinvest the proceeds in an investment offering a lower yield, and therefore might not benefit from any increase in value as a result of declining interest rates. During periods of market illiquidity or rising interest rates, prices of callable issues are subject to increased price fluctuation.

While this information provides a synopsis of the events that may affect a client's investments, this listing is not exhaustive. Although the Firm's methods of analysis and investment strategies do not present any significant or unusual risks, all investment programs have certain risks that are borne by the investor. Our investment approach constantly keeps the risk of loss in mind. Clients should understand that there are inherent risks associated with investing and depending on the risk occurrence; clients may suffer LOSS OF ALL OR PART OF THE CLIENT'S PRINCIPAL INVESTMENT.

#### **D. RECOMMENDATION OF SPECIFIC TYPES OF SECURITIES**

The Firm's investment strategies primarily rely on highly liquid ETFs. Investments may include but are not limited to; ETFs, equity securities, and fixed-income securities.

### **ITEM 9 DISCIPLINARY INFORMATION**

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that are material to a client's or prospective client's evaluation of the Firm or the integrity of the Firm's management. Neither the Firm nor any of its supervised persons has been involved in legal or disciplinary events that are related to past or present investment clients.

### **ITEM 10 OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS**

#### **A. FINANCIAL INDUSTRY ACTIVITIES**

The Firm is not a registered broker-dealer and does not have an application pending to register as a broker-dealer. Furthermore, none of the Firm's management or supervised persons is a registered representative of, nor has an application pending to register as a representative of, a broker-dealer.

#### **B. FINANCIAL INDUSTRY AFFILIATIONS**

The Firm is not a registered Futures Commission Merchant, Commodity Pool Operator, or Commodity Trading Advisor and does not have an application pending to register as such. Furthermore, the Firm's management and supervised persons are not registered as and do not have an application pending to register as an associated person of the foregoing entities.

## **C. OTHER MATERIAL RELATIONSHIPS**

As mentioned earlier in Item 4, the Firm is a subsidiary of Marygold & Co., a financial technology (“Fintech”) company bringing the best Fintech solutions together for an app-driven community experience. Our goal is to enhance the client’s experience on the mobile application by providing them with the tools to boost their financial independence and augment their understanding of traditional investment management.

Marygold & Co. is a wholly owned subsidiary of The Marygold Companies, Inc. While the Firm’s pool of clients is generated from their use of the Mobile Application, neither Marygold & Co. nor The Marygold Companies, Inc. are registered investment advisers nor do they provide investment advisory services.

## **D. OTHER INVESTMENT ADVISORS**

The Firm does not have any material arrangements with other investment advisers that are material to its advisory clients.

# **ITEM 11 CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING**

## **A. DESCRIPTION OF CODE OF ETHICS**

All employees of the Firm must act in an ethical and professional manner. In view of the foregoing and applicable provisions of relevant law, the Firm has adopted a Code of Ethics in its Employee Policies and Procedures Manual to specify and prohibit certain types of transactions deemed to create conflicts of interest (or the potential for or the appearance of such conflicts), and to establish reporting requirements and enforcement procedures relating to personal trading by the Firm’s personnel. The Firm’s Code of Ethics in its Employee Policies and Procedures Manual, which specifically deals with professional standards, insider trading, personal trading, gifts and entertainment, and fiduciary duties, establishes ideals for ethical conduct based upon fundamental principles of openness, integrity, honesty, and trust. We will provide a copy of our Code of Ethics to any client or prospective client upon request.

## **B. PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS**

The Firm does not recommend or effect transactions in securities in which any related person may have material financial interest.

## **C. PROPRIETARY / SIMULTANEOUS TRADING**

At times, the Firm or its affiliated persons may buy or sell Exchange Traded Funds for its own accounts that it has also recommended to clients. However, any purchase or sale of a security by the Firm or a related person will be subject to the Firm's fiduciary duty to client accounts. From time to time, representatives of the Firm may buy or sell securities for themselves at or around the same time as the Firm's client accounts. In any instance where similar securities are bought or sold, the Firm will uphold its fiduciary duty by always transacting on behalf of the client before transacting for its own benefit. The Firm will always document any transactions that could be construed as conflicts of interest. To mitigate or remedy any conflicts of interest or perceived conflicts of interest, the Firm will monitor its proprietary and personal trading reports for adherence to its Code of Ethics.

## **ITEM 12                      BROKERAGE PRACTICES**

### **A. SELECTION AND RECOMMENDATION**

The Firm will utilize the custodian DriveWealth for all accounts. In order to create a Money Pool, you will be required to establish an account with DriveWealth, LLC member FINRA/SIPC, an unaffiliated SEC-registered broker-dealer. If you do not direct our firm to execute transactions through DriveWealth, LLC we reserve the right to not accept your account. Not all advisers require their clients to direct brokerage. Since you are required to use DriveWealth, LLC we may be unable to achieve the most favorable execution of your transactions. We believe that DriveWealth, LLC provides quality execution services based on several factors, including, but not limited to, the ability to provide professional services, reputation, experience and financial stability. A custodial agreement will be entered into by the Client and DriveWealth, allowing the Client to have a direct relationship with the custodian. DriveWealth will manage the transaction fee and Marygold's advisory fees.

### **B. RESEARCH AND OTHER SOFT DOLLAR BENEFITS**

The Firm does not currently receive "soft dollars."

Under "soft dollar" arrangements, one or more of the brokerage firms would provide or pay the costs of certain services, equipment, or other items. These soft dollar benefits are attributed to the investment advisor by reducing its expenses; however, the amount of the fee paid to the investment advisor by the client would not be reduced. Making allocations to brokerage businesses with soft dollar arrangements could enhance the ability to obtain research, optimal execution and other benefits on behalf of clients.

### **C. BROKERAGE FOR CLIENT REFERRALS**

At this time, the Firm does not receive client referrals from third parties for recommending the use of specific broker-dealer brokerage services.

#### **D. DIRECTED BROKERAGE**

The Firm does not allow for directed brokerage.

#### **E. ASSET AGGREGATION**

The intention of the Firm is to aggregate sale and purchase orders of securities (“block trading”) in Money Pool portfolios with similar orders in order to obtain the best pricing averages and minimize trading costs. This practice is reasonably likely to result in administrative convenience or an overall economic benefit to the client. The Firm may aggregate or “bunch” transactions for securities in a particular Money Pool portfolio with securities in another Money Pool portfolio in an effort to obtain the best execution under the circumstances.

### **ITEM 13 REVIEW OF ACCOUNTS**

#### **A. PERIODIC REVIEWS**

An important part of the advisory relationship involves providing the Client with the opportunity to engage in periodic online reviews. These reviews provide updates on the progress of the Client’s Money Pools, performance of the Client’s Money Pool’s portfolio and other important information about the Client’s investments. This review is also an opportunity to ensure that the information the Client provides is complete, accurate and reflects the Client’s financial situation and objectives for the Money Pools. The reviews will be conducted exclusively through the Mobile Application. Marygold provides all Clients with continuous access via the Mobile Application to real time reporting information about their account status, securities positions and balances. Limited reviews of Money Pools are conducted through the Mobile Application on a periodic basis, including providing certain algorithmically-driven automated alerts. Clients are encouraged to update their Investment Goals should there be a change in their particular circumstances or performance preferences for their Money Pools. Marygold will review the Money Pools periodically to ensure that the Money Pools’ asset allocation has not significantly drifted from the set asset allocation associated with the Client’s Investment Strategy, which shall be determined by the Client in their sole discretion. If during the review period the allocation in the Money Pool is determined by the Mobile Application to have increased risk exposure beyond the bounds of the Client’s Investment Strategy, the Client will receive an electronic notification via the Mobile Application recommending that the Money Pool be rebalanced to the set asset allocation. The Client will be given at least five (5) business days to accept or reject the proposed rebalance after which time the Mobile Application will initiate the recommended rebalance. There is a possibility that the Mobile Application may recommend selling certain ETFs and use



the proceeds to buy other ETFs to bring portfolios in line with their target allocations. To the extent the Mobile Application takes any such action by negative consent, it will do so on a “best efforts” basis and will not take into account individual tax, market, or legal circumstances. In some market conditions, this may create capital gains tax liabilities. Clients must consult with a tax or legal professional for such information.

## **B. INTERMITTENT REVIEW FACTORS**

Intermittent reviews may be triggered by substantial market fluctuation, material changes in the market, economic or political events, or health crises such as a pandemic. Marygold will review, via the Mobile Application, the Money Pools and determine if the Clients Investment Strategy needs to be modified. If Marygold determines that such a modification is necessary, it will notify the Client via the Mobile Application recommending that the Money Pool be rebalanced to the set asset allocation as described in Item 4. above.

## **C. REPORTS**

We will provide electronic account statements at least quarterly. These account statements show money balances, investment values, and transactions.

# **ITEM 14                      CLIENT REFERRALS AND OTHER COMPENSATION**

## **A. ECONOMIC BENEFITS FROM OTHERS**

The Firm does not receive an economic benefit (such as sales awards or other prizes) from any third party for providing investment advice or other advisory services to its clients.

## **B. COMPENSATION TO UNAFFILIATED THIRD PARTIES**

The Firm’s advisers may attend events hosted by third parties with whom the Firm may or may not do business with, including fund managers, portfolio managers and others. These third parties may cover the cost of travel, lodging and meals for the advisers who travel to these events. The Firm ensures any potential conflict of interest is mitigated by requiring approval for such events and that such events must be educational in purpose. The Firm and its advisers do not accept any other economic benefits from these third parties.

The Firm does not compensate, directly or indirectly any person who is not a supervised person of the Firm for client referrals.

# **ITEM 15                      CUSTODY**

## **A. CUSTODIAN OF ASSETS**

Custody means holding, directly or indirectly, client funds or securities, or having any authority to obtain possession of them. The Firm will not maintain physical possession of client funds and securities. Instead, client's funds and securities are held by the Firm's preferred, qualified custodian.

While the Firm does not have physical custody of client funds or securities, payments of fees may be paid by the custodian from the custodial brokerage account that holds client funds pursuant to the client's account application. Prior to the establishment of investment Money Pools, each client must acknowledge receipt and acceptance of the custodial agreement, which will include a description of any fees to be paid directly from the custodian.

## **B. ACCOUNT STATEMENTS**

Although the Firm is the client's adviser, the client's statements will be made available electronically by the custodian. When the client receives these statements on the Mobile Application, they should be reviewed carefully. Clients should compare asset values, holdings, and fees on the statement to that in the account statement issued the previous period.

## **ITEM 16 INVESTMENT DISCRETION**

Marygold, through the Mobile Application, does not rebalance portfolios or otherwise manage the Money Pools for Clients on a discretionary basis. By agreeing to the IAC, each Client acknowledges that they are solely responsible for implementing any such advice but if a Client does not respond to a proposed rebalancing within five (5) business days, the Client's failure to respond will be deemed a negative consent to authorize Marygold to implement the proposed rebalancing. This Recommendation relies entirely on the responses the Client has provided regarding their Investment Goals. Recommendations through this tool are considered personalized investment advice. No asset allocation is a guarantee against loss of principal. Not all Money Pools will be recommended for investment in the Model Portfolios. Marygold may determine, in its discretion, to only recommend banking products similar to personal savings accounts for certain Money Pools based on the Investment Goals and Client information available to Marygold through its relationship with the Bank.

## **ITEM 17 VOTING CLIENT SECURITIES**

The Firm will not vote proxies which are solicited for securities held in client accounts. The Firm will not be required to render any advice with respect to the voting of proxies solicited by or with respect to the issuers of securities in which assets of the client's account may be invested in occasionally. Furthermore, The Firm will not take any action or render any advice with respect to any securities held in any client's accounts that are named in or subject to class action lawsuits. In most cases, you will receive proxy materials

directly from the account custodian. However, in the event we were to receive any written or electronic proxy materials, we would forward them directly to you by mail, unless you have authorized our firm to contact you by electronic mail, in which case, we would forward any electronic solicitations to vote proxies.

The Firm will forward to the client any information received by The Firm regarding class action legal matters involving any security held in the client's account.

## **ITEM 18 FINANCIAL INFORMATION**

### **A. BALANCE SHEET REQUIREMENT**

The Firm is not the qualified custodian for client funds or securities and does not require prepayment of fees.

### **B. FINANCIAL CONDITION**

The Firm does not have any financial impairment that would preclude the Firm from meeting contractual commitments to clients.

### **C. BANKRUPTCY PETITION**

The Firm has not been the subject of a bankruptcy petition at any time during the last 10 years.

## **ITEM 19 GENERAL DISCLOSURES**

Marygold & Co. Advisory Services, LLC is a subsidiary of Marygold & Co. Marygold & Co. Advisory Services, LLC offers clients access to investment services and is registered with the Securities and Exchange Commission (SEC) under the Investment Advisers Act of 1940. SEC registration does not imply a certain level of skill or training. This communication and all data are for informational purposes only and do not constitute a recommendation to buy or sell securities. The value of your investment will fluctuate over time and you may gain or lose money and each user's investment results can vary based on their specific account holdings. The Firm does not provide individualized or specialized investment advice, financial planning, tax, estate or retirement planning to its clients. Advisory services are only provided to investors who become Clients pursuant to a written Investment Advisory Contract. A copy of the written Investment Advisory Contract is available upon request. PAST PERFORMANCE IS NO GUARANTEE OF FUTURE RESULTS, AND ANY EXPECTED RETURNS OR HYPOTHETICAL PROJECTIONS USED FOR ILLUSTRATIVE PURPOSES MAY NOT REFLECT ACTUAL FUTURE PERFORMANCE. FURTHERMORE, PAST RETURNS MAY REFLECT THE PERFORMANCE OF ASSETS FOR A FINITE TIME, OR DURING A PERIOD OF EXTREME MARKET ACTIVITY. ALL INVESTMENTS INVOLVE RISK AND MAY LOSE MONEY. Investments: Not FDIC Insured - Not NCUA Insured - No Bank Guarantee - May Lose Value. Brokerage Services provided to Clients of Marygold & Co Advisory Services, LLC by DriveWealth, LLC which serves as registered broker-dealer and member FINRA/SIPC. There can be no assurance that the portfolio of securities recommended for you will meet or exceed the projected performance illustrated on the Site or App or achieve the expected result.

**It is your responsibility to promptly notify us if there are ever any changes in your financial situation or parameters for the purpose of reviewing, evaluating, and/or revising our previous recommendations and services.**

As required or permitted by law, we disclose the nonpublic personal information we collect about our customers: (i) to persons necessary to effect the transactions and provide the services that our customers authorize, such as broker-dealers, custodians, independent managers etc.; (ii) to persons assessing our compliance with industry standards (e.g., professional licensing authorities, etc.); (iii) our attorneys, accountants, and auditors; or (iv) as otherwise provided by law. We are permitted by law to disclose the nonpublic personal information about you to governmental agencies and other third parties in certain circumstances (such as third parties that perform administrative or marketing services on our behalf or for joint marketing programs). These third parties are prohibited to use or share the information for any other purpose. We disclose the following information to affiliated third parties: personal identifiable information, risk profile, and account information. The affiliated third parties to whom we disclose this information include: Marygold & Co.

If you decide to close your account(s) or become an inactive customer, we will adhere to our privacy policies, which may be amended from time to time. In the event there were to be a material change to our privacy policy regarding how we use your confidential information, we will provide written notice to you. Where applicable, you would be given an opportunity to limit or opt-out of such disclosure arrangements.