

New Day Wealth Management, LLC

Form ADV Part 2A

This brochure provides information about the qualifications and business practices of New Day Wealth Management, LLC. If you have any questions about the contents of this brochure, please contact us at 479-967-1200. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority. Registration of an Investment Advisor does not imply any level of skill or training.

Additional information about New Day Wealth Management, LLC. (CRD#327224) is available on the United States Securities and Exchange Commission's website at <http://www.adviserinfo.sec.gov>

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MATERIAL CHANGES

There have been no material changes since the last filing of this Form ADV

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4. ADVISORY BUSINESS

Firm Description

New Day Wealth Management, LLC. is a fee-based financial advisory firm providing investment advisory services to individuals and small businesses. Founded in 2023, New Day is registered as an Investment Advisory firm with the United States Securities and Exchange Commission and the various states in which we do business.

New Day provides portfolio management for individuals, small business, and institutional clients other than investment companies. This service includes the design of portfolios and the implementation of them by the purchase and sale of registered securities. Clients may impose restrictions as to the amount of a certain security or type of security. The portfolio will be designed by the advisor in collaboration with New Day. Portfolio design is offered to all clients and there is no minimum account size for this service. There is no charge for portfolio design.

St Bernard does not participate in wrap fee accounts.

While many of our services are provided totally within New Day, we also work with other firms to provide some services. As a New Day Registered Investment Advisory client, you will get objective advice without product sales bias or pressure. When we recommend changes in your financial strategy, we take the time to make sure you understand the potential rewards and risks and how those changes will help you achieve your goals. Most importantly, a professional team with uncompromising ethics who believe in a client-oriented, performance-driven approach will support you.

Firm COO and Registered Principal

Robert Keenan, MBA - Active in financial services since 1987, Mr. Keenan, in addition to being the Chief Operating Officer of New Day, is the founder and CEO of St Bernard Financial Services, Inc.. He has managed both retail securities firms and bank related securities firms. He trained at American Express Financial Advisors and worked for Washington Square Securities before founding St Bernard Financial Services, Inc. in 1994. He holds a Bachelor Degree in Business Administration from the University of Arkansas in Fayetteville and a Master of Business Administration from the University of Central Arkansas in Conway. Born in 1951, he is a past board member of the Arkansas State Plant Board, the WestArk Area Council of the Boy Scouts of America, the Tri- County Regional Water Distribution District, Main Street Russellville, the Russellville Airport Commission, and the Arkansas Valley Bank. He has served as a Small Firm Representative on FINRA's Board of Governors and has served a term on FINRA's Regional Committee in addition to serving as a Hearing Officer on several disciplinary hearings for FINRA. He currently serves as a member of FINRA's National Adjudatory Council, which hears appeals and reviews FINRA's enforcement cases.

Managed Assets

As of June 1, 2023, New Day Wealth Management, LLC. managed approximately \$0 million in assets.

5. FEES AND COMPENSATION

As a Registered Investment Advisor, New Day endeavors to provide services on a fee basis to the greatest degree possible. Most fees are based on a percentage of assets under management, but clients may choose an hourly rate or a combination to determine fees. Most of our investment recommendations focus on low-cost, no-load products on which New Day receives no commissions. All mutual funds, including no-load funds, charge ongoing fees to cover their operating expenses including management expenses. Owners of mutual fund shares pay their proportionate share of these expenses. These are not paid separately by clients, but they are fees nevertheless and are in addition to fees charged by New Day. The levels of fees charged by different funds are considered strongly in choosing investments. While there is a distinct preference for the lower cost funds, New Day may invest in funds that are not among the cheapest in its category if it believes there are valid reasons doing so. Not all worthwhile investments are available on

a fee-only basis. New Day follows the definition of the Certified Financial Planner Board of Standards for fee only, which is as follows: "Fee-Only" denotes a method of compensation in which compensation is received solely from a client with neither the personal financial planning practitioner nor any related party receiving compensation which is contingent upon the purchase or sale of any financial product. A "related party" for this purpose shall mean an individual or entity from whom any direct or indirect economic benefit is derived by the personal financial planning practitioner as a result of implementing a recommendation made by the personal financial planning practitioner. We follow this definition of fee-only compensation with one very specific exception. The only exception is when it is in the clear best interest of our clients to utilize a fee-based compensation arrangement. In a fee-based arrangement, a portion of our fee (which is charged as a percent of assets under management) may be in the form of payments directly from the investment companies from whom we may obtain variable products. The percentage of asset compensation in a fee-based arrangement shall be no more than, and is usually less than, our stated fee-only investment advisory fee. If this type of compensation appears to be in the best interest of the client, a written disclosure document will be provided detailing the options of fee-based compensation vs. fee-only compensation. Two examples of this type of arrangement are:

(1) A tax-free exchange from one annuity to another annuity. In this situation, adverse tax consequences would apply to the client if the fee were to be withdrawn from the annuity.

(2) A tax-sheltered annuity (403)b where an annuity needs to be used to fulfill the implementation of the retirement plan. The reason this type of arrangement seems prudent for the client is that if the fee is pulled from certain investments (as in fee-only), it triggers taxable income in the amount of the fee. If the fee is paid by the company (usually in the form of trailer fees), under the current tax laws, it does not trigger such a tax. While we want to be fee-only, we do not want to do so to the detriment of our clients. Using the fee-based approach due to a cut taken by the broker dealer handling the transaction may decrease our compensation. These situations are rare, but it is our goal to be fee-based only to the extent that it helps, instead of harms, our client's financial wellbeing. If New Day receives commissions as a result of the purchase of an investment asset, that asset will be excluded from any computation of asset based management fees. New Day may also use mutual funds that normally charge a sales commission if these are available for purchase for the client on a net asset cost basis, i.e. without paying a sales commission. Initial consultations to assess client needs and objectives are always at no charge.

For continuing advisory agreements, fees are based on the amount of assets under management and will correspond to the following table from which discounts may be negotiated. Fees are assessed on a quarterly basis and are payable quarterly in advance. These fees are deducted from the client's account.

A Flat Fee To Be Negotiated

or

Account Size		Annual Fee	
First		\$50,000	2.00% of assets
\$50,001	to	\$100,000	1.75% of assets
\$100,001	to	\$250,000	1.50% of assets
\$250,001	to	\$500,000	1.25% of assets
\$501,000	to	\$10 million	1.00% of assets
\$10 million or more			Negotiable

Some clients prefer to be charged on a pure time basis. In those cases, fees or future consultations are billed at a rate of \$400 per hour, payable at the time of services. For special situations, discounts may be negotiated. For consultations involving detailed analysis requiring extensive computer support and outside research, you will be billed for the additional costs. You will be contacted for approval prior to incurring additional expenses. A contract between New Day and you may be terminated at any time upon your or New Day's written notice of 30 days. If you terminate the contract all unearned fees will be returned to you. In the event New Day terminates the contract, all unearned fees will be returned to you. New Day will return all prepaid fees and void the contract if you request it within five business days of the contract date.

Financial planning fees are charged at the current hourly rate. A typical plan usually involves eight to ten hours of work.

New Day Wealth Management, LLC., and their Investment Adviser Representatives may choose to absorb all or a portion of the applicable transaction fees imposed by SEI to initiate securities transactions within your account(s).

6. PERFORMANCE BASED FEES AND SIDE BY SIDE MANAGEMENT

New Day Financial Services Inc. does not use a performance based fee structure side by side based management fees because of the potential conflict of interest. Performance based compensation may create an incentive for the advisor to recommend an investment that may carry a higher degree of risk to the client. However, the nature of asset based fees allows New Day to participate in the growth of the client's wealth. This also means that our fees can decline when the client's portfolio declines in value. St Bernard is not compensated as a share of capital gains or capital appreciation.

7. TYPES OF CLIENTS

New Day generally provides investment management services to individuals, families, trust and estates. Advice may extend to entities related to the client such as small businesses and charitable organizations, including foundations and endowments. Client relationships vary in scope and length of service. There is no minimum account size to open an account.

8. METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS

In today's era of dynamic, worldwide change, the investor must remain properly alert and informed to maximize the benefits of his investment experience. Tax changes and other government actions are frequent today and often must be responded to by those who must manage investment outcomes. National trends like the aging of the US population cause doubts about our future financial security. International trends such as the emergence of new industrial and economic powers and the democratization of socialist nations also affect us by creating additional competition and opportunities for US products and services overseas. While change is both inevitable and desirable, the ability to react responsively is the key to our economic success. With broad expertise in a number of investment and financial specialties, coupled with years of experience, New Day evaluates these changes and offers an independent, fee-based team approach to help you with the challenges of the future.

Investment Strategies and Methods of Analysis

New Day develops and utilizes long-term conservative growth strategies using state-of-the-art technologies to provide clients with maximum growth potential with minimum risk and expense. Our primary investment selection and management method is tactical asset allocation based upon principles of Nobel Prizewinning Modern Portfolio Theory. Sources of information New Day may use include financial publications and databases, research reports prepared by others, corporate rating services, company press releases, and annual reports, prospectuses, and filings with the U.S. Securities and Exchange Commission. In addition, New Day utilizes academic research and studies in quantitative finance in developing strategies. New Day generally recommends no-load or sales charge waived mutual funds. New Day may analyze and recommend individual securities. Many clients have assets in accounts such as profit sharing, 401(k) plans, or trusts, which the client may not have the option of placing under our management. We frequently advise clients on the investment of these funds within the current vehicle. Additionally, we will consider these funds as part of the asset allocation of the client's total financial resources. As part of our financial planning, we can analyze the most efficient method of using the different assets to meet their retirement or other financial goals. This analysis will include current and future projected tax impacts as well as issues of risk, flexibility and costs, in order to provide the greatest benefits to the clients or their estate.

Material Risk of Loss

The investor must be aware that investing in securities involves material risk. There is the risk of loss of purchasing power due to inflation and the material risk of actual loss of value in the account. A conservative growth strategy and tactical asset allocations can lessen the risk but cannot eliminate it. The investor should be prepared for this risk. When receiving a fixed income amount from a portfolio, be aware that the portfolio will decline in value if the distributions exceed the growth of the portfolio. Each of the investment vehicles St Bernard uses carries some degree of these risks.

Research Capabilities

Success in personal and business finance requires a proactive approach to stay at the leading edge of economic trends. Effective decisions require accurate information at the right time. An important part of our service is our extensive research capabilities. New Day has direct access to vast information on US and international economics, taxation, investments, business intelligence, industry trends and technology.

Money Management Services

For money management on a fee-only basis, New Day uses SEI (hereafter referred to as “account custodians”) to serve as custodian for client accounts. Account custodians charge fees in most cases for effectuating transactions. These fees are separate from and in addition to the fees charged by New Day. New Day exercises very limited discretion on these accounts. This limited discretion may include the collection of management fees directly from the client account held by the account custodian upon presentation of a bill. Each client receives a statement that summarizes the fees paid out of the account and the manner in which the fee was calculated. New Day can implement highly rated investment products that satisfy your needs at minimum transaction costs through your account custodian. While New Day generally utilizes mutual funds and exchange-traded funds, the firm offers advice on a wide range of products, including equity securities, warrants, corporate debt securities, certificates of deposit, municipal bonds, and US Government securities.

9. DISCIPLINARY INFORMATION

Neither the firm or its control persons have had a criminal or civil action in a domestic, foreign, or military court of competent jurisdiction, nor in an SEC administrative or a self-regulatory organization proceeding.

10. OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS

St Bernard Financial Services, Inc, as a broker-dealer, sells insurance and investments. It is affiliated with New Day Wealth Management, LLC through common management.

Potential for Conflict of Interest

In some cases, the private objectives of an advisory firm may outweigh their customer's best interests. To reduce this conflict of interest, New Day attempts to implement no-load products when available. You will be informed when they are not available.

Participation in Client Transactions

New Day advisers may purchase and sell publicly traded securities recommended to you, for their own accounts. The sizes of the transactions are small in relation to the total market for each security, and are not believed to materially affect the security's market price. Adviser Representatives of New Day will not simultaneously engage in purchasing or selling of individual securities for their own accounts if such securities are being traded for clients. New Day's Advisors are prohibited from selling to client's securities directly from their own accounts. The principals are required to disclose any securities transactions on a regular basis to the company regarding mutual funds and similar investment vehicles. New Day sees no conflict of interest and, therefore, may engage in purchasing or selling for its own account or the accounts of its principals if such investments are being traded for clients. Because of the inferred potential for abuse and conflicts of interest associated with this practice, any purchases or sales of securities by associated persons of New Day will be disclosed to clients upon request. It should also be noted that the securities that may be bought or

sold by the associated persons of New Day will be widely held, publicly traded securities and will not be of sufficient quantity to affect the market for the securities. All securities recommended to clients will be based on sound advice, considering the investment objectives of the client, and will never be based on positions held (or anticipated to be held) by associated persons of New Day. All client transactions will be placed ahead of transactions for associated persons. Employee and associated person trades will never be placed ahead of customer orders.

The Chief Compliance officer of New Day Wealth Management LLC is Robert Keenan. He is also a registered Representative of St Bernard. Robert reviews advisor trades as outlined in the firm's compliance manual. His personal trades are reviewed by a third party. The personal trading reviews ensure that the personal trading of advisors was not based on inside information and that clients of the firm receive preferential treatment.

11. CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING

The Advisors of New Day Wealth Management, LLC. have committed to a Code of Ethics and Fiduciary oath as outlined by the National Assoc. of Personal Financial Advisors (NAPFA). The key points are: putting the clients' interest first, objectivity, confidentiality, competence, fairness and suitability, integrity and honesty, regulatory compliance, full disclosure, and professionalism. CFP® designees are also held by the Code of Ethics as outlined by the CFP® Board of Standards. A copy of this code of ethics is available upon request.

12. BROKERAGE PRACTICES

New Day Wealth Management, LLC. does not have any affiliation with product sales firms. Specific custodian recommendations are made to clients based on their need for such services. New Day Wealth Management, LLC. recommends custodians based on the proven integrity and financial responsibility of the firm, best execution of orders at reasonable rates, and the quality of client service. New Day has a custodial agreement with SEI. New Day Wealth Management, LLC. does not receive a portion of the trading fee. New Day Wealth Management, LLC. does not receive any soft dollar benefits from the custodians to whom we have relationships with. New Day aggregates orders when practical in order to reduce the transaction charges for its clients.

13. REVIEW OF ACCOUNTS

Periodic Reviews

The frequency of reviews is individually negotiated with each client. Most often annual reviews are conducted unless the client or the advisor initiates a more frequent review. Reviews are conducted other than on the regular schedule when requested by the client or as deemed needed by the Advisor. Factors causing an unscheduled review may include a death in the family, a change in client goals, or other life changing events. The reviews include a brief analysis of asset allocations, tax consequences, both time and market risk, concentration, and client's goals. Reports of the review are not issued by the Advisor. The review is conducted by the advisor on the account.

Supervisory Reviews

Supervisory reviews are conducted by the firm's Chief Compliance Officer on the account opening and on a semi-annual basis. These reviews include comparison of the client's stated goals and investment time frame against the investments recommended for the client's portfolio by the Advisor, reviews for concentration issues, reviews for tax saving strategies, and suitability. Other reviews are undertaken if necessary for other factors as deemed appropriate by the Chief Compliance Officer.

14. CLIENT REFERRALS

Incoming Referrals

New Day Wealth Management, LLC. has been fortunate to receive many client referrals over the years. The referrals have come from current clients, estate planning attorneys, accountants, employees, personal friends of employees and other sources. The firm does not pay for referrals.

Referrals to Other Professionals

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

15. CUSTODY OF CLIENT ASSETS

Account Statements

Your assets will be maintained by an unaffiliated, qualified custodian, such as a bank, broker/dealer (SEI), mutual fund companies or transfer agent. Your assets are not held by our advisory firm or any associate of our firm. SEI acts as an introducing broker clearing on a fully-disclosed basis for our Advisory firm.

16. INVESTMENT DISCRETION

Discretionary Authority for Trading

New Day Wealth Management, LLC. accepts only very limited discretionary authority to manage securities accounts on behalf of clients. This discretion is limited to purchases and sales on security positions in accounts and withdrawal of fees as outlined in the client's advisory agreement. The choice of the security is not discretionary. Mutual funds, often used as an investment vehicle for clients, have third party investment managers that have full discretion over trades in the portfolios they manage and do not consult with New Day Wealth Management, LLC. or with clients before placing trades.

Limited Power of Attorney

Clients must sign a limited power of attorney before New Day Wealth Management, LLC. is given authority to place trades for the client's account. The limited power of attorney is included in the qualified custodian's account application for our main custodians. For accounts not held with our main custodians, clients may sign a separate limited power of attorney document giving discretionary authority to New Day Wealth Management, LLC.

17. VOTING CLIENT SECURITIES

We do not vote client's shares in company's annual meetings. You will receive voting proxies or other solicitations directly for either the custodian or a transfer agent. If you have questions concerning your proxy information, please call your designated advisor.

18. FINANCIAL INFORMATION

Financial Condition

New Day Wealth Management, LLC does not have any financial impairment that will preclude the firm from meeting contractual commitments to clients. A balance sheet is not required to be provided because New Day Wealth Management, LLC. does not serve as a custodian for client funds or securities, and does not require prepayment of fees of more than \$500 per client, six months or more in advance.

19. REQUIREMENTS FOR STATE-REGISTERED ADVISORS

Information is provided within other sections of this brochure.

20. BUSINESS CONTINUITY PLAN

General

New Day Wealth Management, LLC. has a Business Continuity Plan in place that provides detailed steps to mitigate and recover from the loss of office space, communications, services, or key people.

Disasters

The Business Continuity Plan covers natural disasters such as snow storms, tornados, fire, and flooding. The Plan covers man-made disasters such as loss of electrical power, loss of water pressure, fire, bomb threat, nuclear emergency, chemical event, biological event, communications line outage, Internet outage, railway accident and aircraft accident. Electronic files are backed up daily and archived onsite and offsite.

Alternate Offices

Alternate work locations are identified to support ongoing operations in the event the main office is unavailable. It is our intention to contact all clients within five days of a disaster that dictates moving our office to an alternate location.

21. INFORMATION SECURITY PROGRAM

Security of Information

New Day Wealth Management, LLC. maintains an information security program to reduce the risk that personal and confidential information may be breached.

Privacy Policy

New Day uses procedural, physical and electronic firewall systems to store and secure information about you in compliance with federal regulations. Our systems protect your information from unauthorized access, alteration, or destruction. Access is permitted to only those individuals within our organization who need the information to perform their job responsibilities.

The New Day's Privacy Policy applies to anyone who is a current or former New Day client or who registers with one of our services or promotional offers.

New Day does not sell your personal information to anyone.

We do not disclose your personal information to third parties, unless one of the following exceptions applies:

(1) We disclose personal information to investment providers that assist us in processing your transactions or servicing your account(s). An example would be a mutual fund company where you are invested that also that prints and mails your account statement.

(2) We disclose personal information in limited circumstances when we believe in good faith that disclosure is required under law. For example, we would provide information in cooperation with security regulators or law enforcement authorities, to resolve consumer disputes, or to perform credit evaluations and authenticate checks.

(3) If for any reason at any time in the future, we find it necessary to disclose any of your personal information in a way that is inconsistent to this policy, we will give you advance notice of the proposed change and the opportunity to opt out of such disclosure.

22. REGULATION BEST INTEREST DISCLOSURE

This section summarizes important information concerning the scope and terms of the brokerage services we offer and details the material conflicts of interest that arise through our delivery of brokerage services to you. We encourage you to review this information carefully, along with any applicable account agreement(s) and disclosure documentation you may receive from us.

As you review this information, we would like to remind you that we are registered with the U.S. Securities and Exchange Commission (SEC) as a broker dealer and an investment adviser, providing both brokerage services and investment advisory services. Our brokerage services are the primary focus of this guide. For more information on our investment advisory services and how they differ from brokerage, please review the Customer Relationship Summary (or Form CRS) available at our home office. Our Form CRS contains important information about the types of services we offer, both brokerage and investment advisory, along with general information related to compensation, conflicts of interest, disciplinary action and other reportable legal information.

Please carefully review and consider the information in each section below.

Brokerage Services	1
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Brokerage Services

When you establish a brokerage account with us, you have the ability to buy, sell and hold investments within your account. The primary service we provide is our capability to execute buy and sell transactions on your behalf. We execute purchases and sales on your behalf, and as directed by you. In a brokerage services relationship, we can trade with you for our own account, for an affiliate or for another client, and we can earn a profit on those trades. The capacity in which we act is disclosed on your trade confirmation. However, we are not required to communicate it in advance, obtain your consent, or inform you of any profit earned on trades.

Cash Brokerage and Margin Brokerage Accounts

We provide brokerage services through either a cash brokerage account or margin brokerage account, based on your eligibility and selection. In a cash brokerage account, you must pay for your purchases in full at the time of purchase. In a margin brokerage account, you must eventually pay for your purchases in full, but you may borrow part of the purchase price from our clearing firm, SEI. This is generally referred to as a “margin loan.” The portion of the purchase price that is loaned you is secured by securities in your account, also referred to as “collateral.” You will incur interest costs as a result of your margin activity. While many securities are eligible to be used as collateral for a margin loan, some assets are not available for margin collateral purposes.

Given that a margin-enabled brokerage account has specific eligibility requirements, unique costs, and governing regulatory requirements, our default brokerage option is our cash brokerage account. You must execute a separate margin agreement before engaging in margin brokerage activity. Included with your margin agreement is a copy of the Margin Disclosure Statement. This statement contains important information you should understand and consider before establishing a margin brokerage relationship with us. For more information on our margin brokerage services, contact a financial advisor or refer to our Margin Disclosure Statement available at SEI.

Brokerage Account Types

We offer many different advisory account types including individual and joint accounts, custodial accounts, Delivery Versus Payment (DVP) accounts, estate and trust accounts, partnership accounts, individual retirement accounts and other types of retirement accounts as outlined in our account agreement(s). You should refer to our account agreement(s) for more information concerning available account types or speak with a financial advisor.

Incidental Brokerage Services, Recommendations and Account Monitoring

Within your brokerage account, we may also provide recommendations to buy, sell, or hold assets. When we make a securities recommendation, investment strategy recommendation or recommendation to rollover assets from your Qualified Retirement Plan (QRP) to an Individual Retirement Account (IRA), the recommendation is made in our capacity as a broker-dealer unless it is for a fee based advisory account that you maintain with our firm. Moreover, when we act in a brokerage capacity, we do not agree to enter into a fiduciary relationship with you.

It is important for you to understand that when our financial advisors make a brokerage recommendation to you, we are obligated to ensure the recommendation is in your best interest, considering reasonably available alternatives, and based on your stated investment objective, risk tolerance, liquidity needs, time horizon, financial needs, tax status, and other financial information you provide us. You may accept or reject any recommendation. It is also your responsibility to monitor the investments in your brokerage account, and we encourage you to do so regularly. We do not commit to provide on-going monitoring of your brokerage account. If you prefer on-going monitoring of your account or investments, you should speak with a financial advisor about whether an advisory services relationship is more appropriate for you.

Please also consider that from time to time we may provide you with additional information and resources to assist you with managing your brokerage account. This may include but is not limited to educational resources, sales and marketing materials, performance reports, asset allocation guidance, and/or periodic brokerage account reviews. When we offer these services and information, we do so as a courtesy to you. These activities are not designed to monitor specific investment holdings in your brokerage account, they do not contain specific investment recommendations about investment holdings, and you should not consider them a recommendation to trade or hold any particular securities in your brokerage account. Upon your request, we will review such information and reports with you and may provide you with investment recommendations, but we are not under a specific obligation to do so.

Clearing Services

We have entered into an agreement with SEI (also referred to herein as “Clearing Agent”) to carry your account and provide certain back office functions. We, numerous mutual fund and annuity companies, and SEI share responsibilities with respect to your account as set forth in the Designation of Responsibilities that was delivered to you upon opening of your account. Please refer to the Designation of Responsibilities for more information on how such responsibilities have been allocated between us.

Understanding Risk

It is important for you to understand that all investment recommendations and activities involve risk, including the risk that you may lose your entire principal. Further, some investments involve more risk than other investments. Higher-risk investments may have the potential for higher returns but also for greater losses. The higher your “risk tolerance,” meaning the amount of risk or loss you are willing and able to accept in order to achieve your investment goals, the more you may decide to invest in higher-risk investments offering the potential for greater returns. We align risk tolerances with investment needs to offer you different investment objectives from which to choose (see below). You should select the investment objective and risk tolerance best aligned with your brokerage account goals and needs.

Investment goals typically have different time horizons and different income and growth objectives. Generally, investment goals are on a spectrum, with “Income” investors typically holding the smallest percentage of higher-risk investments, followed by “Growth and Income” investors holding some higher-risk investments, and finally “Growth” investors holding a significant portion of their portfolio in higher-risk investments. Risk tolerance also

varies and we measure it on a continuum that increases from “Conservative” to “Moderate” to “Aggressive,” and finally “Trading and Speculation.” See the chart below for details.

Investment Objective	Investment Objective Description	Risk Tolerance	Risk Tolerance Definition
Income	Income portfolios emphasize current income with minimal consideration for capital appreciation and usually have less exposure to more volatile growth assets.	Conservative	Conservative Income investors generally assume lower risk, but may still experience losses or have lower expected income returns.
		Moderate	Moderate Income investors are willing to accept a modest level of risk that may result in increased losses in exchange for the potential to receive modest income returns.
		Aggressive	Aggressive Income investors seek a higher level of returns and are willing to accept a higher level of risk that may result in greater losses.
Growth & Income	Growth and Income portfolios emphasize a blend of current income and capital appreciation and usually have some exposure to more volatile growth assets.	Conservative	Conservative Growth and Income investors generally assume a lower amount of risk, but may still experience losses or have lower expected returns.
		Moderate	Moderate Growth and Income investors are willing to accept a modest level of risk that may result in increased losses in exchange for the potential to receive modest returns.
		Aggressive	Aggressive Growth and Income investors seek a higher level of returns and are willing to accept a higher level of risk that may result in greater losses.
Growth	Growth portfolios emphasize capital appreciation with minimal consideration for current income and usually have significant exposure to more volatile growth assets.	Conservative	Conservative Growth investors generally assume a lower amount of risk, but may still experience increased losses or have lower expected growth returns.
		Moderate	Moderate Growth investors are willing to accept a modest level of risk that may result in significant losses in exchange for the potential to receive higher returns.
		Aggressive	Aggressive Growth investors seek a higher level of returns and are willing to accept a high level of risk that may result in more significant losses.
Trading and Speculation	Trading and Speculation investors seek out a maximum return through a broad range of investment strategies which generally involve a high level of risk, including the potential for unlimited loss of investment capital.		

Our recommendations are based in part on your risk tolerance and investment objective as outlined above. We encourage you to carefully consider your investment objective and risk tolerance before investing.

Cash Sweep Program Feature

Our brokerage services include a Cash Sweep Program feature. This program permits you to earn a return on uninvested cash balances in your brokerage account by allowing cash balances to be automatically “swept” into a “Cash Sweep Vehicle,” until such balances are otherwise required to satisfy obligations arising in your account. These Cash Sweep Vehicles include interest-bearing deposit accounts, and if permissible, money market mutual funds or such other sweep arrangements made available to you. You will receive additional information concerning the Cash Sweep Program in your account agreement(s). More information about the Cash Sweep Program can be found in the [Cash Sweep Program Disclosure Statement](#) available at SEI. Please review that Disclosure Statement carefully.

Account Minimums and Activity Requirements

There is no minimum initial account balance required to open a brokerage account with us. However, if you either fail to fund your account or do not return account opening documents as required, your account will be closed. In addition, some types of brokerage accounts have minimum account activity requirements and/or minimum on-going balance requirements that must be maintained, or your brokerage account will be closed. These requirements are detailed in the account agreement(s) you receive when you open your brokerage account.

You should also understand that our financial advisors may establish their own minimum account balance requirements for the brokerage accounts they service. For example, a dedicated financial advisor may choose to service only those brokerage account clients who satisfy account-specific or total household asset conditions. Minimum asset requirements are disclosed to you orally by your financial advisor.

Brokerage service models and products

We are also a full-service broker dealer that offers buy, sell or hold recommendations to retail investors on a wide range of publicly traded securities. We do not build or create our own products, and give no incentives to our brokers to recommend any particular security, type of security or class of security.

Brokerage Fees and Our Compensation

It is important to consider that while a brokerage relationship can be a cost-effective way of investing your assets, it is not for everyone given the fees and costs involved.

Transaction-Based Fees

You will pay transaction-based fees for trades you decide to enter into, such as buying and selling stocks, bonds, Exchange Traded Products (ETPs), mutual funds, annuity contracts, exercising options and other investment purchases and sale. These transaction-based fees are generally referred to as a “commission,” “mark up,” “sales load,” or a “sales charge.” Transaction-based fees are based on a host of factors, including, but not limited to:

- Underlying product selection
- Size of your transaction and/or overall value of your account or accounts
- Frequency of your trade activity
- Available discounts and/or fee waivers

Account and Service Fees

You will pay fees for various operational services provided to you through your account. These fees are set at least annually and communicated to you through information included in your account statement and other notifications. These fees do not apply to all account types and may be waived under certain conditions.

How We Are Compensated

We receive direct compensation in connection with your accounts. Direct compensation is taken directly from the affected account.

Compensation for Termination of Services

Other than IRA termination fees (when applicable), and account transfer fees, the firm would not receive any additional compensation in connection with the termination of its services. If you have questions or need additional copies, contact your financial advisor.

Conflicts of Interest

Conflicts of interest exist when we provide advisory services to you. A conflict of interest is a situation in which we engage in a transaction or activity where our interest is materially adverse to your interest. The mere presence of a conflict of interest does not imply that harm to your interests will occur, but it is important that we acknowledge the presence of conflicts. Moreover, our regulatory obligations require that we establish, maintain, and enforce written policies and procedures reasonably designed to address conflicts of interest associated with our recommendations to you.

Our conflicts of interest are typically the result of compensation structures and other financial arrangements between us, our financial advisors, our clients and third parties. We offer a broad range of investment services and products and we receive various forms of compensation from our clients, affiliated and non-affiliated product providers and money managers, and other third parties as described above. Securities rules allow for us, our financial advisors, and our affiliates to earn compensation when we provide brokerage services to you. However, the compensation that we and our financial advisors receive from you varies based upon the product or service you purchase, which creates a financial incentive to recommend investment products and services that generate greater compensation to us.

We are committed to taking appropriate steps to identify, mitigate and avoid conflicts of interest to ensure we act in your best interest when providing brokerage recommendations to you. Below you will find additional information related to our conflicts of interest. This information is not intended to be an all-inclusive list of our conflicts, but generally describes those conflicts that are material to your brokerage relationship. In addition to this disclosure, conflicts of interest are disclosed to you in your account agreement(s) and disclosure documents, our product guides and other information we make available to you.

Account maintenance and other administrative fees

For the services we provide or make available to you with respect to your advisory account, we charge certain account maintenance and other administrative fees, including transfer, wire, or other miscellaneous fees, as described in the fee schedule on our website provided to you on an annual basis. Fees are collected by our clearing firm and in some cases, forwarded to us. The higher the fees we charge, the more we are compensated.

Compensation We May Receive From Other Sources

Financial advisors have an incentive to recommend you rollover assets from a Qualified Retirement Plan (QRP) to a advisory Individual Retirement Account (IRA) because of the fees they will receive. We maintain policies and procedures designed to ensure that rollover recommendations are in your best interest.

Brokerage accounts, unlike advisory accounts, do not feature an on-going fee based on assets under management. Financial advisors are incentivized to recommend you transition your brokerage services account to an advisory account to generate on-going revenue where your brokerage account has minimal activity. Further, financial advisors are incentivized to recommend you transition your brokerage account to an advisory account after you have already placed purchases resulting in commissions and/or other transaction-based brokerage fees. We have controls established to identify and mitigate this risk. Financial advisors also have an incentive to provide higher levels of service to those clients who generate the most fees.

Financial advisors are sometimes compensated in the form of education meetings and recognition trips. Portions of these programs are subsidized by external vendors and affiliates, such as mutual fund companies, insurance carriers, or money managers. Consequently, product providers that sponsor and/or participate in education meetings and recognition trips gain opportunities to build relations with financial advisors, which could lead to sales of such product provider's products. Financial advisors also receive promotional items, meals, entertainment, and other noncash compensation from product providers up to \$100 per year for gifts per vendor and \$1,000 per year for meals per vendor.

Other Financial Advisor Activities

Financial advisors who are transitioning through a succession plan may be incentivized to make brokerage recommendations designed to increase the value of their “book of business” through asset accumulation or brokerage trades that are not in your best interest. Financial advisors who receive clients from a retiring financial advisor are incentivized to meet growth goals and may make recommendations not in your best interest.

Form ADV Part 2B Brochure Supplement

This brochure supplement provides information about the qualifications and business practices of New Day Wealth Management, LLC. for Investment Advisory Services. It has not been submitted to the United States Securities and Exchange Commission or any state authority for approval. Registration of an Investment Advisor does not imply any level of skill or training. If you have any questions about the contents of this brochure, please contact us at 501-417-7221.

Additional information about New Day Wealth Management, LLC. (CRD# 327224) is available on the United States Securities and Exchange Commission's website at <http://www.adviserinfo.sec.gov>

New Day Wealth Management, LLC.

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Robert Keenan

COO & Chief Compliance Officer

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June 1, 2023

22. BROCHURE SUPPLEMENT (PART 2B OF FORM ADV)

This brochure supplement provides information about Robert Keenan. This document supplements New Day Wealth Management, LLC brochure. You should have received a copy of that brochure. Please contact Robert Keenan if you did not receive the firm's brochure or if you have any questions about the contents of this supplement.

Additional information about Robert Keenan is available on the SEC's website at <http://www.adviserinfo.sec.gov>

Robert Keenan-(CRD# 2000976)

Educational Background and Business Experience

Active in financial services since 1989, Mr. Keenan is the founder and CEO of St Bernard Financial Services, Inc. and the Chief Operating Officer and Chief Compliance Officer of New Day Wealth Management, LLC. He has managed both retail securities firms and bank related securities firms. He trained at IDS/American Express Financial Advisors and worked for Washington Square Securities before founding St Bernard Financial Services, Inc. in 1994. He holds a Bachelor Degree in Business Administration from the University of Arkansas in Fayetteville and a Master of Business Administration from the University of Central Arkansas in Conway.

Disciplinary Information

Keenan has no disciplinary history to report.

Other Business Activities

In addition to fee based asset management, he provides commission based investment services through St Bernard.

Additional Compensation

He receives compensation as New Day's Chief Operating Officer and Chief Compliance Officer.

Supervision

He is supervised by Sharon Dyer

Additional Information

Born in 1951, he is a past board member of the Arkansas State Plant Board, the WestArk Area Council of the Boy Scouts of America, the Tri- County Regional Water Distribution District, Main Street Russellville, the Russellville Airport Commission, and the Arkansas Valley Bank. He has served on the Board of Governors of FINRA. He has served on FINRA's District Committee, which advises the regulatory body on issues important to the member firms and has sat as a Hearing Officer on several FINRA Disciplinary hearings. Robert has his office at 1609 West Main St in Russellville, AR and his phone number is 479-967-1200.

22. BROCHURE SUPPLEMENT (PART 2B OF FORM ADV)

This brochure supplement provides information about Blake Murchison. This document supplements New Day Wealth Management, LLC brochure. You should have received a copy of that brochure. Please contact Blake Murchison if you did not receive the firm's brochure or if you have any questions about the contents of this supplement.

Additional information about Blake Murchison is available on the SEC's website at <http://www.adviserinfo.sec.gov>

Blake Murchison-(CRD# 1686750)

Educational Background and Business Experience

Active in financial services since 1987, Mr. Murchison trained at Swink and Company and worked for Crews and Associates, and later for RM Duncan Securities before joining St Bernard Financial Services and New Day Wealth Management, LLC.

He holds a Bachelor Degree in Political Science from the University of Arkansas at Little Rock.

Disciplinary Information

Murchison has three disciplinary events. The first, in 2014, he was named as a respondent in a FINRA complaint relating to pricing on bond trades. He paid \$61,262.83 in restitution. The second, in 2015, was initiated by the MSRB and also related to bond pricing, resulted in restitution of \$73,068 to clients. The third, initiated by the State of Alabama, was related to a state registration issue, and resulted in a \$19,433.63 fine.

Other Business Activities

In addition to fee based asset management, he provides commission based investment services through St Bernard.

Additional Compensation

He receives compensation from personal investments.

Supervision

He is supervised by Robert Keenan

Additional Information

Born in 1963, he resides in Little Rock, AR. His phone number is 501-951-5211