

# M2 Financial Limited Liability Company Firm Brochure - Form ADV Part 2A

*This brochure provides information about the qualifications and business practices of M2 Financial Limited Liability Company. If you have any questions about the contents of this brochure, please contact us at (801) 383-0333 or by email at: [brandon@m2financialutah.com](mailto:brandon@m2financialutah.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.*

*Additional information about M2 Financial Limited Liability Company is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). M2 Financial Limited Liability Company's CRD number is: 327044.*

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*Registration as an investment adviser does not imply a certain level of skill or training.*

Version Date: 05/05/2025

## Item 2: Material Changes

This Firm Brochure is our disclosure document prepared according to the requirements and rules.

Consistent with the rules, we will ensure that you receive a summary of any material changes to this and subsequent Brochures within 120 days of the close of our business' fiscal year. Furthermore, we will provide you with other interim disclosures about material changes as necessary.

Since our last filing on February 14, 2025, M2 Financial Limited Liability Company has made the following material changes:

Cover Page: Principal office has moved to 7396 S Union Park Ave, Suite 301 Cottonwood Heights, UT 84047

To receive a copy of our current brochure, contact M2 Financial Limited Liability Company at (801) 383-0333 or by email at [brandon@m2financialutah.com](mailto:brandon@m2financialutah.com).

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## Item 4: Advisory Business

### A. Description of the Advisory Firm

M2 Financial Limited Liability Company (hereinafter "M2F") is a Limited Liability Company organized in the State of Utah. The firm was formed in April 2023, approved as a registered investment adviser in November 2023. Brandon Wyatt is the Chief Compliance Officer of M2 Financial LLC as of January 10, 2025.

Listed below are the firm's principal shareholders:

- Randy Swartwood
- Manuel R. Negron
- Michele Olsen

### B. Types of Advisory Services

#### *Portfolio Management Services*

M2F offers ongoing portfolio management services based on the individual goals, objectives, time horizon, and risk tolerance of each client. M2F creates an Investment Policy Statement for each client, which outlines the client's current situation (income, tax levels, and risk tolerance levels) and then constructs a plan to aid in the selection of a portfolio that matches each client's specific situation. Portfolio management services include, but are not limited to, the following:

- |                       |                                |
|-----------------------|--------------------------------|
| • Investment strategy | • Personal investment policy   |
| • Asset allocation    | • Asset selection              |
| • Risk tolerance      | • Regular portfolio monitoring |

M2F evaluates the current investments of each client with respect to their risk tolerance levels and time horizon. M2F will request discretionary authority from clients in order to select securities and execute transactions without permission from the client prior to each transaction. Risk tolerance levels are documented in the Investment Policy Statement, which is given to each client.

M2F seeks to provide that investment decisions are made in accordance with the fiduciary duties owed to its accounts and without consideration of M2F's economic, investment or other financial interests. To meet its fiduciary obligations, M2F attempts to avoid, among other things, investment or trading practices that systematically advantage or disadvantage certain client portfolios, and accordingly, M2F's policy is to seek fair and equitable allocation of investment opportunities/transactions among its clients to avoid favoring one client over another over time. It is M2F's policy to allocate investment opportunities and transactions it identifies as being appropriate and prudent, including

initial public offerings ("IPOs") and other investment opportunities that might have a limited supply, among its clients on a fair and equitable basis over time.

### ***Financial Planning***

Financial plans and financial planning may include, but are not limited to: investment planning; life insurance; tax concerns; retirement planning; college planning; and debt/credit planning.

### ***Services Limited to Specific Types of Investments***

M2F generally limits its investment advice to mutual funds, equities, fixed income instruments, closed-end mutual funds, and exchange traded funds. M2F may use other securities as well to help diversify a portfolio when applicable.

### ***Asset Management Services through AE Wealth Management***

If you retain our firm for asset management services, we will meet with you to determine your investment objectives, risk tolerance, and other relevant information at the beginning of our advisory relationship. We will use the information we gather to develop a strategy that enables our firm to give you continuous and focused investment advice. We may also consult with you about options available to you in your pension plan. As part of our asset management services, we will customize an investment portfolio for you according to your risk tolerance and investing objectives. We may also invest your assets according to one or more model portfolios developed by an unaffiliated investment adviser firm, AE Wealth Management. Once we select a model portfolio, we will monitor your portfolio's performance on an ongoing basis and will rebalance the portfolio as required by changes in market conditions and in your financial circumstances. If you participate in our discretionary asset management services, we require you to grant our firm discretionary authority to manage your account. Discretionary authorization will allow us to determine the models to be purchased or sold for your account. Discretionary authority is typically granted by the Investment Advisory Agreement you sign with our firm and the appropriate trading authorization forms. You may limit our discretionary authority (for example, limiting the types of securities that can be purchased or sold for your account) by providing our firm with your restrictions and guidelines in writing.

As stated above, we may use one or more third-party money manager(s) to manage a portion of your account on a discretionary basis. Our firm may utilize the services of various third-party money managers for the management of client accounts, allocating client assets among such managers as appropriate. In such cases, the third-party money managers will be responsible for continuously monitoring the models our clients are invested in. While the chosen third-party money manager(s) will provide advice on specific securities and/or other investments in connection with this service, our firm has discretionary authority to hire and fire such managers and reallocate assets among them as deemed appropriate. As a result, we allocate a portion of the total fee charged and collected from you to the third-party money managers, if utilized, as compensation for using their models. We have sub-advisory relationships with AE Wealth Management, LLC

("AEWM") to provide investment advisory services to clients. These arrangements allow us to access model portfolios, model managers, strategists, third-party money manager(s), and trading services through AEW managed account programs. As part of a sub-advisory program, you will give us and the sub-advisor discretion to select third party, nonaffiliated investment managers ("Model Managers") to design and manage model portfolios for your assets. If we offer you services through a sub-advisor, we will provide you with a copy of the sub-advisor's disclosure brochure which contains a detailed description of their services. We will regularly monitor the performance of your accounts managed by AEW or other third-party money manager(s) and may hire and fire any third-party money manager(s) without your prior approval. Sub-advisors will calculate the advisory fee and instruct the qualified custodian(s) to deduct the fee and pay the sub-advisor and our firm in accordance with your agreement. However, you will not pay anything over and above our firm's advisory fee in order to receive the third-party money manager's services.

### **Wrap Fee Programs**

A wrap fee program is a program under which the client pays a single fee that covers both receipt of investment advice and the execution of securities transactions. We do not sponsor or manage any wrap fee programs, but we may recommend a third-party wrap fee program. However, the structure and nature of the various accounts under the AEW arrangements as described above may be considered to be wrap fee type programs in that transaction and other charges are not charged to the client. In these programs, the advisory fee paid by the client includes custody, trades, management expertise and reporting in a bundled format. A client's total cost of each of the services provided through wrap fee programs could be different if purchased separately. Cost factors may include the client's ability to: 1. Obtain the services provided within the programs separately from any of the mutual fund sponsors, 2. Invest and rebalance the selected securities without the payment of a transaction charge, and 3. Obtain performance reporting comparable to those provided within each program. When comparing costs, the combination of multiple mutual fund or securities investments, advisory services, custodial and brokerage services available through each program may not be available separately. Clients may be required to have multiple accounts, sign numerous documents and incur various fees. If an account is not actively traded or the client qualifies for reduced sales charges, the fees in these programs may be more expensive than if utilized separately. We believe the charges and fees offered within each fee-based program are competitive and reasonable when compared to alternative programs available through other firms and/or investment sources. However, we make no guarantee that the aggregate cost of a particular program is lower than that which may be available elsewhere. If you participate in a wrap program with a sub-advisor it will be on a discretionary basis. The strategies implemented are based on clients' individual investment objectives. If you participate in a wrap fee program, we will provide you with a separate Wrap Fee Program Brochure from the sub-advisor explaining the program and costs associated with the program.

### ***Written Acknowledgement of Fiduciary Status***

When we provide investment advice to you regarding your retirement plan account or individual retirement account, we are fiduciaries within the meaning of Title I of the

Employee Retirement Income Security Act and/or the Internal Revenue Code, as applicable, which are laws governing retirement accounts. The way we make money creates some conflicts with your interests, so we operate under a special rule that requires us to act in your best interest and not put our interest ahead of yours. Under this special rule's provisions, we must:

- Meet a professional standard of care when making investment recommendations (give prudent advice);
- Never put our financial interests ahead of yours when making recommendations (give loyal advice);
- Avoid misleading statements about conflicts of interest, fees, and investments;
- Follow policies and procedures designed to ensure that we give advice that is in your best interest;
- Charge no more than is reasonable for our services; and
- Give you basic information about conflicts of interest.

### **C. Client Tailored Services and Client Imposed Restrictions**

M2F will tailor a program for each individual client. This will include an interview session to get to know the client's specific needs and requirements as well as a plan that will be executed by M2F on behalf of the client. M2F may use model allocations together with a specific set of recommendations for each client based on their personal restrictions, needs, and targets.

Investment strategies and advice may vary depending upon each Client's specific financial situation. As such, M2F determine investments and allocations based upon the Client's predefined objectives, risk tolerance, time horizon, financial horizon, financial information, liquidity needs, and other various suitability factors. The Client's direction, restrictions, and guidelines may affect the composition of his/her portfolio.

Clients may impose restrictions in investing in certain securities or types of securities in accordance with their values or beliefs. However, if the restrictions prevent M2F from properly servicing the client account, or if the restrictions would require M2F to deviate from its standard suite of services, M2F reserves the right to end the relationship.

### **D. Wrap Fee Programs**

A wrap fee program is an investment program where the investor pays one stated fee that includes management fees and transaction costs. M2F does not participate in wrap fee programs, but we may recommend a third-party wrap fee program.

### **E. Assets Under Management**

M2F has the following assets under management:

Discretionary Amounts:	Non-discretionary Amounts:	Date Calculated:
\$61,272,935	\$0	December 22, 2024

## Item 5: Fees and Compensation

### A. Fee Schedule

#### *Portfolio Management Fees*

Total Assets Under Management	Annual Fees	Monthly Fees
\$0 - \$1,000,000	1.50%	0.125%
\$1,000,001 – And Up	1.00%	0.083%

The advisory fee is calculated using the value of the assets in the Account on the last business day of the prior billing period. The annual advisory fee is inclusive of any third-party manager or sub-advisory fees unless otherwise specified in the clients investment management agreement. This is not a “blended” annual fee in which each tier of assets is charged a different rate creating the effect of a blended fee rate used at the time of billing. Under our fee schedule described above, only one rate is charged against all of the client’s assets under management in this program.

These fees are not negotiable. The final fee schedule will be memorialized in the client’s advisory agreement. Clients may terminate the agreement without penalty for a full refund of M2F's fees within five business days of signing the Investment **Advisory** Contract. Thereafter, clients may terminate the Investment Advisory Contract generally immediately written notice.

#### *Financial Planning Fees*

##### **Fixed Fees**

The fixed rate for creating client financial plans is \$1,000.

Clients may terminate the agreement without penalty, for full refund of M2F’s fees, within five business days of signing the Financial Planning Agreement. Thereafter, clients may terminate the Financial Planning Agreement immediately upon written notice.

### B. Payment of Fees

#### *Payment of Portfolio Management Fees*



Asset-based portfolio management fees are withdrawn directly from the client's accounts with client's written authorization on a monthly basis in advance.

### ***Payment of Financial Planning Fees***

Financial planning fees are paid via check.

Fixed financial planning fees are paid 50% in advance, but never more than six months in advance, with the remainder due upon presentation of the plan.

## **C. Client Responsibility For Third Party Fees**

Clients are responsible for the payment of all third-party fees (i.e., custodian fees, brokerage fees, mutual fund fees, transaction fees, etc.). Those fees are separate and distinct from the fees and expenses charged by M2F. Please see Item 12 of this brochure regarding broker-dealer/custodian.

## **D. Prepayment of Fees**

M2F collects fees in advance as indicated above. Refunds for fees paid in advance but not yet earned will be refunded on a prorated basis and returned within fourteen days to the client via check or return deposit back into the client's account.

For all asset-based fees paid in advance, the fee refunded will be equal to the balance of the fees collected in advance minus the daily rate\* times the number of days elapsed in the billing period up to and including the day of termination. (\*The daily rate is calculated by dividing the annual asset-based fee rate by 365.)

Fixed fees that are collected in advance will be refunded based on the prorated amount of work completed at the point of termination.

## **E. Outside Compensation For the Sale of Securities to Clients**

Our investment adviser representatives are separately licensed as insurance agents and will receive compensation for the sale of insurance products to M2F clients and non-clients.

### ***1. This is a Conflict of Interest***

Supervised persons may accept compensation for the sale of insurance products. This presents a conflict of interest and gives the supervised person an incentive to recommend products based on the compensation received rather than on the client's needs. When recommending insurance products for which the supervised persons receive compensation, M2F will document the conflict of interest in the client file and

inform the client of the conflict of interest. Clients always have the right to decide whether to purchase M2F-recommended products and, if purchasing, have the right to purchase those products through other brokers or agents that are not affiliated with M2F.

## ***2. Clients Have the Option to Purchase Recommended Products From Other Brokers***

Clients always have the option to purchase M2F recommended products through other agents that are not affiliated with M2F.

## ***3. Commissions are not M2F's primary source of compensation for advisory services***

M2F or its investment adviser representatives do not receive commissions for providing advisory services.

## ***4. Advisory Fees in Addition to Commissions or Markups***

Advisory fees that are charged to clients are not reduced to offset the commissions or insurance products recommended to clients.

# **Item 6: Performance-Based Fees and Side-By-Side Management**

M2F does not accept performance-based fees or other fees based on a share of capital gains on or capital appreciation of the assets of a client.

# **Item 7: Types of Clients**

M2F generally provides advisory services to the following types of clients:

- ❖ Individuals
- ❖ High-Net-Worth Individuals
- ❖ Charitable organizations

There is no account minimum for any of M2F's services.

# **Item 8: Methods of Analysis, Investment Strategies, & Risk of Loss**

## **A. Methods of Analysis and Investment Strategies**

## ***Methods of Analysis***

M2F's methods of analysis include Charting analysis, Cyclical analysis, Fundamental analysis, Modern portfolio theory, Quantitative analysis and Technical analysis.

**Charting analysis** involves the use of patterns in performance charts. M2F uses this technique to search for patterns used to help predict favorable conditions for buying and/or selling a security.

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

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

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

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

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

## ***Investment Strategies***

M2F uses long term trading, short term trading, short sales, margin transactions and options trading (including covered options, uncovered options, or spreading strategies).

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

## **B. Material Risks Involved**

### ***Methods of Analysis***

**Charting analysis** strategy involves using and comparing various charts to predict long and short term performance or market trends. The risk involved in using this method is that only past performance data is considered without using other methods to crosscheck data. Using charting analysis without other methods of analysis would be making the assumption that past performance will be indicative of future performance. This may not be the case.

**Cyclical analysis** assumes that the markets react in cyclical patterns which, once identified, can be leveraged to provide performance. The risks with this strategy are two-fold: 1) the markets do not always repeat cyclical patterns; and 2) if too many investors

begin to implement this strategy, then it changes the very cycles these investors are trying to exploit.

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

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

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

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

### ***Investment Strategies***

**Long term trading** is designed to capture market rates of both return and risk. Due to its nature, the long-term investment strategy can expose clients to various types of risk that will typically surface at various intervals during the time the client owns the investments. These risks include but are not limited to inflation (purchasing power) risk, interest rate risk, economic risk, market risk, and political/regulatory risk.

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

## **C. Risks of Specific Securities Utilized**

**Mutual Funds:** Investing in mutual funds carries the risk of capital loss and thus you may lose money investing in mutual funds. All mutual funds have costs that lower investment returns. The funds can be of bond "fixed income" nature (lower risk) or stock "equity" nature.

**Equity** investment generally refers to buying shares of stocks in return for receiving a future payment of dividends and/or capital gains if the value of the stock increases. The value of equity securities may fluctuate in response to specific situations for each company, industry conditions and the general economic environments.

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

**Exchange Traded Funds (ETFs):** An ETF is an investment fund traded on stock exchanges, similar to stocks. Investing in ETFs carries the risk of capital loss (sometimes up to a 100% loss in the case of a stock holding bankruptcy). Areas of concern include the lack of transparency in products and increasing complexity, conflicts of interest and the possibility of inadequate regulatory compliance. Risks in investing in ETFs include trading risks, liquidity and shutdown risks, risks associated with a change in authorized participants and non-participation of authorized participants, risks that trading price differs from indicative net asset value (iNAV), or price fluctuation and disassociation from the index being tracked. With regard to trading risks, regular trading adds cost to your portfolio thus counteracting the low fees that one of the typical benefits of ETFs. Additionally, regular trading to beneficially “time the market” is difficult to achieve. Even paid fund managers struggle to do this every year, with the majority failing to beat the relevant indexes. With regard to liquidity and shutdown risks, not all ETFs have the same level of liquidity. Since ETFs are at least as liquid as their underlying assets, trading conditions are more accurately reflected in implied liquidity rather than the average daily volume of the ETF itself. Implied liquidity is a measure of what can potentially be traded in ETFs based on its underlying assets. ETFs are subject to market volatility and the risks of their underlying securities, which may include the risks associated with investing in smaller companies, foreign securities, commodities, and fixed income investments (as applicable). Foreign securities in particular are subject to interest rate, currency exchange rate, economic, and political risks, all of which are magnified in emerging markets. ETFs that target a small universe of securities, such as a specific region or market sector, are generally subject to greater market volatility, as well as to the specific risks associated with that sector, region, or other focus. ETFs that use derivatives, leverage, or complex investment strategies are subject to additional risks. Precious Metal ETFs (e.g., Gold, Silver, or Palladium Bullion backed “electronic shares” not physical metal) specifically may be negatively impacted by several unique factors, among them (1) large sales by the official sector which own a significant portion of aggregate world holdings in gold and other precious metals, (2) a significant increase in hedging activities by producers of gold

or other precious metals, (3) a significant change in the attitude of speculators and investors. The return of an index ETF is usually different from that of the index it tracks because of fees, expenses, and tracking error. An ETF may trade at a premium or discount to its net asset value (NAV) (or indicative value in the case of exchange-traded notes). The degree of liquidity can vary significantly from one ETF to another and losses may be magnified if no liquid market exists for the ETF's shares when attempting to sell them. Each ETF has a unique risk profile, detailed in its prospectus, offering circular, or similar material, which should be considered carefully when making investment decisions.

**Past performance is not indicative of future results. Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.**

## **Item 9: Disciplinary Information**

### **A. Criminal or Civil Actions**

There are no criminal or civil actions to report.

### **B. Administrative Proceedings**

There are no administrative proceedings to report.

### **C. Self-regulatory Organization (SRO) Proceedings**

There are no self-regulatory organization proceedings to report.

## **Item 10: Other Financial Industry Activities and Affiliations**

### **A. Registration as a Broker/Dealer or Broker/Dealer Representative**

Neither M2F nor its representatives are registered as, or have pending applications to become, a broker/dealer or a representative of a broker/dealer.

### **B. Registration as a Futures Commission Merchant, Commodity Pool Operator, or a Commodity Trading Advisor**

Neither M2F nor its representatives are registered as or have pending applications to become either a Futures Commission Merchant, Commodity Pool Operator, or Commodity Trading Advisor or an associated person of the foregoing entities.

### **C. Registration Relationships Material to this Advisory Business and Possible Conflicts of Interests**

#### *Insurance Agents*

You may work with your investment adviser representative in his or her separate capacity as an insurance agent. When acting in his or her separate capacity as an insurance agent, the investment adviser representative may sell, for commissions, insurance products to you. As such, your investment adviser representative in his or her separate capacity as an insurance agent, may suggest that you implement recommendations of M2F by purchasing different types of insurance products. This receipt of commissions creates an incentive for the representative to recommend those products for which your investment adviser representative will receive a commission in his or her separate capacity as an insurance agent. Consequently, the advice rendered to you could be biased. You are under no obligation to implement any insurance or annuity transaction through your investment adviser representative or an affiliated insurance agency.

#### *GenWealth Advisory Group, Inc.*

Manuel Negron, an owner of M2F, is also the sole owner of GenWealth Advisory Group, Inc., an affiliated insurance agency. This ownership and activity create a conflict of interest since there is an incentive to recommend insurance products through the affiliated insurance agency. Additionally, the offer and sale of insurance products by supervised persons of M2F are not made in their capacity as a fiduciary, and products are limited to only those offered by certain insurance providers. M2F addresses this conflict of interest by requiring its supervised persons to act in the best interest of the client at all times, including when acting as an insurance agent. At no time will there be tying between business practices and/or services (a condition where a client or prospective client would be required to accept one product or service conditioned upon the selection of a second, distinctive tied product or service). No client is ever under any obligation to purchase any insurance product from Manuel Negron or through GenWealth Advisory Group. Insurance products recommended by M2F's supervised persons may also be available from other providers on more favorable terms, and clients can purchase insurance products recommended through other unaffiliated insurance agencies.

#### *Age Wave LLC*

Randy Swartwood, an owner of M2, is also the managing member of Age Wave LLC. This entity is used by Randy to receive his insurance commission from GenWealth Advisory Group. This activity creates a conflict of interest since there is an incentive to recommend insurance products based on commissions or other benefits received from the insurance company, rather than on the client's needs. Additionally, the offer and sale of insurance products by supervised persons of M2F are not made in their capacity as a fiduciary, and products are limited to only those offered by certain insurance providers. M2F addresses this conflict of interest by requiring its supervised persons to act in the best interest of the

client at all times, including when acting as an insurance agent. At no time will there be tying between business practices and/or services (a condition where a client or prospective client would be required to accept one product or service conditioned upon the selection of a second, distinctive tied product or service). No client is ever under any obligation to purchase any insurance product from Randy Swartwood or through GenWealth Advisory Group. Insurance products recommended by M2F's supervised persons may also be available from other providers on more favorable terms, and clients can purchase insurance products recommended through other unaffiliated insurance agencies.

#### *DPPL LLC*

Michele Olsen, an owner of M2, is also the owner of DPPL LLC. This entity is used by Michele to receive her insurance commission from GenWealth Advisory Group. This activity creates a conflict of interest since there is an incentive to recommend insurance products based on commissions or other benefits received from the insurance company, rather than on the client's needs. Additionally, the offer and sale of insurance products by supervised persons of M2F are not made in their capacity as a fiduciary, and products are limited to only those offered by certain insurance providers. M2F addresses this conflict of interest by requiring its supervised persons to act in the best interest of the client at all times, including when acting as an insurance agent. At no time will there be tying between business practices and/or services (a condition where a client or prospective client would be required to accept one product or service conditioned upon the selection of a second, distinctive tied product or service). No client is ever under any obligation to purchase any insurance product from Michele Olsen or through GenWealth Advisory Group. Insurance products recommended by M2F's supervised persons may also be available from other providers on more favorable terms, and clients can purchase insurance products recommended through other unaffiliated insurance agencies.

#### *Wasatch Retirement Planning LLC*

Brandon Wyatt, the Chief Compliance Officer of M2F, is also an insurance agent and the sole Managing Member of Wasatch Retirement Planning LLC. This entity is used by Brandon Wyatt to receive insurance commissions from GenWealth Advisory Group, an affiliated insurance agency of M2F. This activity creates a conflict of interest since there is an incentive to recommend insurance products based on commissions or other benefits received from the insurance company, rather than on the client's needs. Additionally, the offer and sale of insurance products by supervised persons of M2F are not made in his capacity as a fiduciary, and products are limited to only those offered by certain insurance providers. M2F addresses this conflict of interest by requiring its supervised persons to act in the best interest of the client at all times, including when acting as an insurance agent. At no time will there be tying between business practices and/or services (a condition where a client or prospective client would be required to accept one product or service conditioned upon the selection of a second, distinctive tied product or service). No client is ever under any obligation to purchase any insurance product from Brandon Wyatt or through GenWealth Advisory Group. Insurance products recommended by M2F's supervised persons may also be available from other providers on more favorable terms, and clients can purchase insurance products recommended through other unaffiliated



insurance agencies.

*UP 7396 Properties LLC*

Randy Swartwood, Michele Olsen and Manuel Negron are equal owners of UP 7396 Properties LLC, an affiliated entity of M2F. UP 7396 Properties LLC owns a commercial building used for office space.

#### **D. Selection of Other Advisers or Managers and How This Adviser is Compensated for Those Selections**

M2F does not utilize nor select third-party investment advisers.

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

#### **A. Code of Ethics**

M2F has a written Code of Ethics that covers the following areas: Prohibited Purchases and Sales, Insider Trading, Personal Securities Transactions, Exempted Transactions, Prohibited Activities, Conflicts of Interest, Gifts and Entertainment, Confidentiality, Service on a Board of Directors, Compliance Procedures, Compliance with Laws and Regulations, Procedures and Reporting, Certification of Compliance, Reporting Violations, Compliance Officer Duties, Training and Education, Recordkeeping, Annual Review, and Sanctions. M2F's Code of Ethics is available free upon request to any client or prospective client.

#### **B. Recommendations Involving Material Financial Interests**

M2F does not recommend that clients buy or sell any security in which a related person to M2F or M2F has a material financial interest.

#### **C. Investing Personal Money in the Same Securities as Clients**

From time to time, representatives of M2F may buy or sell securities for themselves that they also recommend to clients. This may provide an opportunity for representatives of M2F to buy or sell the same securities before or after recommending the same securities to clients resulting in representatives profiting off the recommendations they provide to clients. Such transactions may create a conflict of interest. M2F will always document any transactions that could be construed as conflicts of interest and will never engage in trading that operates to the client's disadvantage when similar securities are being bought or sold.

## **D. Trading Securities At/Around the Same Time as Clients' Securities**

From time to time, representatives of M2F may buy or sell securities for themselves at or around the same time as clients. This may provide an opportunity for representatives of M2F to buy or sell securities before or after recommending securities to clients resulting in representatives profiting off the recommendations they provide to clients. Such transactions may create a conflict of interest; however, M2F will never engage in trading that operates to the client's disadvantage if representatives of M2F buy or sell securities at or around the same time as clients.

## **Item 12: Brokerage Practices**

### **A. Factors Used to Select Custodians and/or Broker/Dealers**

Custodians/broker-dealers will be recommended based on M2F's duty to seek "best execution," which is the obligation to seek execution of securities transactions for a client on the most favorable terms for the client under the circumstances. Clients will not necessarily pay the lowest commission or commission equivalent, and M2F may also consider the market expertise and research access provided by the broker-dealer/custodian, including but not limited to access to written research, oral communication with analysts, admittance to research conferences and other resources provided by the brokers that may aid in M2F's research efforts. M2F will never charge a premium or commission on transactions, beyond the actual cost imposed by the broker-dealer/custodian.

M2F will recommend clients to use Fidelity Brokerage Services LLC (CRD# 7784).

#### ***1. Research and Other Soft-Dollar Benefits***

M2F has access to research, products, or other services from its broker/dealer in connection with client securities transactions ("soft dollar benefits") consistent with (and not outside of) the safe harbor contained in Section 28(e) of the Securities Exchange Act of 1934, as amended, and may consider these benefits in recommending brokers. There can be no assurance that any particular client will benefit from any particular soft dollar research or other benefits. M2F benefits by not having to produce or pay for the research, products or services, and M2F will have an incentive to recommend a broker dealer based on receiving research or services. Clients should be aware that M2F's acceptance of soft dollar benefits may result in higher commissions charged to the client.

#### ***2. Brokerage for Client Referrals***

M2F receives no referrals from a broker-dealer or third party in exchange for using

that broker-dealer or third party.

### **3. *Clients Directing Which Broker/Dealer/Custodian to Use***

M2F will recommend clients to use a specific broker-dealer to execute transactions.

#### **B. Aggregating (Block) Trading for Multiple Client Accounts**

If M2F buys or sells the same securities on behalf of more than one client, then it may (but would be under no obligation to) aggregate or bunch such securities in a single transaction for multiple clients in order to seek more favorable prices, lower brokerage commissions, or more efficient execution. In such case, M2F would place an aggregate order with the broker on behalf of all such clients in order to ensure fairness for all clients; provided, however, that trades would be reviewed periodically to ensure that accounts are not systematically disadvantaged by this policy. M2F would determine the appropriate number of shares and select the appropriate brokers consistent with its duty to seek best execution, except for those accounts with specific brokerage direction (if any).

## **Item 13: Review of Accounts**

#### **A. Frequency and Nature of Periodic Reviews and Who Makes Those Reviews**

All client accounts for M2F's advisory services provided on an ongoing basis are reviewed at least Quarterly by the compliance team which includes the Chief Compliance Officer and the investment adviser representative assigned to the account. Each account is reviewed in conjunction with the clients' respective investment policies and risk tolerance levels.

All financial planning accounts are reviewed upon financial plan creation by the compliance team and the investment adviser representative assigned to the account. Financial planning clients are provided a one-time financial plan concerning their financial situation.

#### **B. Factors That Will Trigger a Non-Periodic Review of Client Accounts**

Reviews may be triggered by material market, economic or political events, or by changes in client's financial situations (such as retirement, termination of employment, physical move, or inheritance).

With respect to financial plans, M2F's services will generally conclude upon delivery of the financial plan.

### **C. Content and Frequency of Regular Reports Provided to Clients**

Each client of M2F's advisory services provided on an ongoing basis will receive a quarterly report detailing the client's account, including assets held, asset value, and calculation of fees. This written report will come from the custodian. M2F will also provide at least quarterly a separate written statement to the client.

Each financial planning client will receive the financial plan upon completion.

## **Item 14: Client Referrals and Other Compensation**

### **A. Economic Benefits Provided by Third Parties for Advice Rendered to Clients (Includes Sales Awards or Other Prizes)**

M2F does not receive any economic benefit, directly or indirectly from any third party for advice rendered to M2F's clients.

### **B. Compensation to Non – Advisory Personnel for Client Referrals**

M2F does not directly or indirectly compensate any person who is not advisory personnel for client referrals.

## **Item 15: Custody**

Custody, as it applies to investment advisors, has been defined by regulators as having access or control over client funds and/or securities. In other words, custody is not limited to physically holding client funds and securities. If an investment adviser has the ability to access or control client funds or securities, the investment adviser is deemed to have custody and must ensure proper procedures are implemented.

M2F is deemed to have custody of client funds and securities whenever M2F is given the authority to have fees deducted directly from client accounts. M2F is also deemed to have custody of client funds and securities when M2F has standing authority (also known as a standing letter of authorization or "SLOA") to move money from a client's account to a pre-determined third-party account. It should be noted that authorization to trade in client accounts is not deemed by regulators to be custody.

For accounts in which M2F is deemed to have custody, we have established procedures to ensure all client funds and securities are held at a qualified custodian in a separate account for each client under that client's name. Clients or an independent representative of the client will direct, in writing, the establishment of all accounts and therefore are aware of the qualified custodian's name, address and the manner in which the funds or securities are maintained. Finally, account statements are delivered directly from the qualified custodian to each client, or the client's

independent representative.

Clients should carefully review those statements and are urged to compare the statements against reports received from M2F. When clients have questions about their account statements, they should contact M2F or the qualified custodian preparing the statement.

## **Item 16: Investment Discretion**

M2F provides discretionary investment advisory services to clients. The advisory contract established with each client sets forth the discretionary authority for trading. Where investment discretion has been granted, M2F generally manages the client's account and makes investment decisions without consultation with the client as to when the securities are to be bought or sold for the account, the total amount of the securities to be bought/sold, what securities to buy or sell, or the price per share. In some instances, M2F's discretionary authority in making these determinations may be limited by conditions imposed by a client (in investment guidelines or objectives, or client instructions otherwise provided to M2F).

## **Item 17: Voting Client Securities (Proxy Voting)**

M2F will not ask for, nor accept voting authority for client securities. Clients will receive proxies directly from the issuer of the security or the custodian. Clients should direct all proxy questions to the issuer of the security.

## **Item 18: Financial Information**

### **A. Balance Sheet**

M2F neither requires nor solicits prepayment of more than \$500 in fees per client, six months or more in advance, and therefore is not required to include a balance sheet with this brochure.

### **B. Financial Conditions Reasonably Likely to Impair Ability to Meet Contractual Commitments to Clients**

Neither M2F nor its management has any financial condition that is likely to reasonably impair M2F's ability to meet contractual commitments to clients.

### **C. Bankruptcy Petitions in Previous Ten Years**

M2F has not been the subject of a bankruptcy petition in the last ten years.

## **Item 19: Requirements For State Registered Advisers**

### **A. Principal Executive Officers and Management Persons; Their Formal Education and Business Background**

The education and business backgrounds of M2F's current management persons can be found on the Form ADV Part 2B brochure supplement.

### **B. Other Businesses in Which This Advisory Firm or its Personnel are Engaged and Time Spent on Those (If Any)**

Other business activities for each relevant individual can be found on the Form ADV Part 2B brochure supplement for each such individual. M2F is not actively engaged in any business other than giving investment advice.

### **C. Calculation of Performance-Based Fees and Degree of Risk to Clients**

M2F does not accept performance-based fees or other fees based on a share of capital gains on or capital appreciation of the assets of a client.

### **D. Material Disciplinary Disclosures for Management Persons of this Firm**

There are no civil, self-regulatory organization, or arbitration proceedings to report under this section.

### **E. Material Relationships That Management Persons Have With Issuers of Securities (If Any)**

See Item 10.C and 11.B.