



Someday Advisors LLC  
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Denver, CO 80206

**Form ADV Part 2A – Firm Brochure**  
**Dated: May 16, 2024**

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This brochure provides information about the qualifications and business practices of Someday Advisors LLC. Please contact Brae Holdridge, Founding Partner, at (424) 235-4466 if you have any questions about the content of this brochure.

The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission (SEC) or any state securities administrator. Additional information about Someday Advisors LLC is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Click on the "Investment Adviser Search" link and then search for "Investment Adviser Firm" using the firm's IARD ("CRD") number, which is 314615.

While the firm and its associates may be registered and/or licensed within a particular jurisdiction, that registration and/or licensing in itself does not imply an endorsement by any regulatory authority, nor does it imply a certain level of skill or training on the part of the firm or its associated personnel.

## Item 2 - Material Changes

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As of year-end 2023, the firm had no material changes to report.

The firm may at any time update this document and either send a copy of its updated brochure or provide a summary of material changes to its brochure and an offer to send an electronic or hard copy form of the updated brochure. Clients are also able to download this brochure from the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) or may contact our firm at (424) 235-4466 to request a copy at any time.

As with all firm documents, clients and prospective clients are encouraged to review this brochure in its entirety and are encouraged to ask questions at any time prior to or throughout the engagement.

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Throughout this document Someday Advisors LLC may be referred to as “the firm,” “firm,” “our,” “we,” or “us.” The client or prospective client may be also referred to as “you,” “your,” etc., and refers to a client engagement involving a single person as well as two or more persons, including legal entities and natural persons. In addition, the term “advisor” and “adviser” are used interchangeably where accuracy in identification is necessary (i.e., internet address, regulatory term/reference, etc.).

Our firm maintains a business continuity and succession plan that is integrated within the organization to ensure it appropriately responds to events that pose a significant disruption to its operations. A statement concerning the current plan is available under separate cover upon request.

The business and disciplinary history, if any, of an investment advisory firm and its representatives may be obtained by reviewing information that is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 4 - Advisory Business

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### **Description of Firm**

Someday Advisors LLC was originally a California limited liability company formed in March of 2021 for general business purposes and became registered as an investment adviser during May of 2021. As of December 2022, the company was converted from a California limited liability company to a Colorado limited liability company. We operate under trade name Someday Advisors. Our firm is not a subsidiary of, nor does it control, another financial services industry entity.

Brae S. Holdridge, MBA, CFP® is the firm's Founding Partner and Chief Compliance Officer (supervisor). She is also Managing Member and maintains controlling interest in the firm. Additional information about Ms. Holdridge and her professional experience can be found toward the end of this brochure and in her accompanying Form ADV Part 2B brochure supplement.

### **Description of Services**

Our firm offers financial planning, providing advice to our clients on key topics such as cash flow and budgeting, funding a college education, retirement, risk management, estate or tax planning concepts, among others. We provide periodic educational workshops involving a broad range of planning and investing topics. Ongoing and continuous supervision of clients' accounts are provided through our portfolio management services. We do not sponsor or serve as portfolio manager involving wrapped fee investment programs.

An initial interview with the client is conducted to discuss their current situation, long-term goals, and the scope of services that may be provided. Prior to or during this first meeting the client will be provided with this Form ADV Part 2 firm brochure that includes a statement involving the firm's privacy policy (see Item 11), as well as a brochure supplement about the client's representative. Any material conflicts of interest will be disclosed involving the firm and its associates that could be reasonably expected to impair the rendering of unbiased and objective advice, such as information found in Items 10 through 12 of this brochure.

If you wish to engage our firm for its services, we must first enter into a written agreement. Thereafter further discussion and analysis will be conducted to determine financial needs, goals, holdings, etc. Depending on the scope of the engagement, you may be asked to provide copies of the following documents early in the process:

- Wills, codicils, and trusts
- Insurance policies
- Mortgage information
- Tax returns
- Current financial specifics including W-2s or 1099s
- Information on current retirement plans and benefits provided by your employer
- Statements reflecting current investments in retirement and non-retirement accounts
- Employment or other business agreements you may have in place
- Completed risk profile questionnaires or other forms provided by our firm

It is important that our firm is provided with an adequate level of information and supporting documentation throughout the term of the engagement including but not limited to source of funds, income levels, and an account holder or attorney-in-fact's authority to act on behalf of the account, among other information that may be necessary for our services. The information and/or financial statements provided to us needs to be accurate.

Our firm may, but is not obligated to, verify the information that has been provided by the client which will then be used in the advisory process.

### ***Financial Planning***

Your financial plan is customized for your situation. The incorporation of most or all the following components allows not only a thorough analysis but also a tailored plan that is focused on your unique requirements so that we are able to assist you in reaching your goals.

#### Cash Flow Analysis and Debt Management

A review of your income and expenses will be conducted to determine your current surplus or deficit. Based upon the results, we will provide advice on prioritizing how any surplus should be used, or how to reduce expenses if they exceed your income. In addition, advice on the prioritization of which debts to repay may be provided, based upon such factors as the debt's interest rate and any income tax ramifications. Recommendations may also be made regarding the appropriate level of cash reserves for emergencies and other financial goals. These recommendations are based upon a review of cash accounts (such as money market funds) for such reserves and may include strategies to save desired reserve amounts.

#### Risk Management

A risk management review includes an analysis of your exposure to major risks that could have a significant adverse impact on your financial picture such as premature death, disability, property and casualty losses, or the need for long-term care planning. Advice may be provided on ways to minimize such risks and weigh the costs of purchasing insurance versus the benefits of doing so and, likewise, the potential cost of not purchasing insurance ("self-insuring").

#### Education Planning

Advice involving funding an education may include projecting the amount that will be needed to achieve post-secondary goals, along with savings strategies and the "pros-and-cons" of various college savings vehicles that are available.

#### Employee Benefits

A review is conducted, and analysis is made as to whether you, as an employee, are taking maximum advantage of your employee benefits. We will also offer advice on your employer-sponsored retirement plan, along with other benefits that may be available to you.

#### Personal Retirement Planning

Personal retirement planning typically include projections of your likelihood of achieving your financial goals, with financial independence usually the primary objective. For situations where projections show less than the desired results, a recommendation may include illustrating the impact making changes in certain variables (i.e., working longer, saving more, spending less, taking more risk with investments) has on those projections. If you are near retirement or already retired, advice may be given on appropriate distribution strategies to minimize the likelihood of running out of money or having to adversely alter spending during your retirement years.

#### Investment Consultation

The investment consultation component of our planning services typically involves providing information on the types of investment vehicles available, investment analysis and strategies, asset selection and portfolio design.

The strategy and types of investments that may be recommended are further discussed in Item 8 of this firm brochure.

### Tax Planning Strategies

Advice may include ways to minimize current and future income taxes as a part of your overall financial planning picture. For example, recommendations may be offered as to which type of account(s) or specific investments should be owned based in part on their “tax efficiency,” with consideration that there is always a possibility of future changes to federal, state, or local tax laws and rates that may impact your situation. We are not an accounting firm. Contact information for an accountant or tax attorney is available if you do not have one on retainer (we do not receive compensation for these introductions).

### Estate Planning and Charitable Giving

Our review typically includes an analysis of your exposure to estate taxes and your current estate plan, which may include whether you have a will, powers of attorney, trusts, and other related documents. We may assess ways to minimize or avoid estate taxes by implementing appropriate estate planning and charitable giving strategies. We are not a law firm, but we can recommend an attorney to you if you do not have one on retainer (we do not receive compensation for these introductions).

### Divorce Consultation

Separation or divorce can have a major impact on your goals and plans. We will work with you to help you gain an understanding of your unique situation and provide you with a realistic financial picture so that you are in a better situation to communicate with your family law attorney, mediator or soon to be ex-spouse. We can assist in the completion of cash flow and net worth projections, budgetary analysis, as well as help you to understand the financial consequences involving a settlement.

### Broad-Based v. Modular Financial Planning

A broad-based plan is an endeavor that requires detail. Certain variables can affect the time involved in the development of the plan, such as the quality of a client’s records, complexity and number of current investments, diversity of insurance products and employee benefits currently held, size of the potential estate, and special needs of the client or their dependents, among others. At the client’s request, we may concentrate on reviewing only a specific area (we term “modular planning”), such as how to fund an education, estate planning issues, or evaluating the sufficiency of a person’s current retirement plan. Note that when these services focus only on certain areas of client interest or need, the overall situation or need may not be fully addressed due to the limitations established.

Whether our firm has created a broad-based or modular plan, the client will be presented with a summary of our recommendation, guidance in the implementation of some or all our recommendations per the client’s decision, as well as our offering periodic reviews thereafter. In all instances involving financial planning engagements, our client retains full discretion over implementation decisions and is free to accept or reject any of our recommendations.

### **Portfolio Management**

Someday Advisors is available to assist you in implementing the investment allocation strategy that we have recommended to you. Depending on your risk profile, goals, and needs, among other considerations, your portfolio will incorporate our suggested strategy as well as either a broad range or more narrowly focused choice of investment vehicles which are further discussed in Item 8 of this brochure.

Our portfolio management work involves structuring and maintaining a diversified portfolio that provides an optimal rate of return within a level of investment risk appropriate for you and your circumstances. Through the use of questionnaires, detailed conversations and a review of historical risk and return of various types of investments, a client investor risk profile and written investment guidelines are developed and, if you concur, are used as a guide in creating an appropriate portfolio that reflects your objectives, time horizon, tolerance for risk, as well as any reasonable account constraints you may have for the portfolio. For example, you may choose to exclude certain securities (e.g., no “sin” stocks, etc.). We manage your portfolio on a non-discretionary basis (defined in Item 16). Once an initial asset allocation is agreed upon, we will monitor the portfolio and recommend re-balancing back to the original weighting when necessary. Any such adjustment to the portfolio is discussed with you and agreed to by you prior to any transaction. We want to note that it will remain your responsibility to promptly notify us if there is any change in your financial situation and/or investment objectives for the purpose of our reviewing, evaluating, or revising previous account restrictions or firm investment recommendations.

### ***Educational Workshops***

From time-to-time we present educational workshops involving personal finance and investing. Topics include issues related to general financial planning, educational funding, estate planning, retirement strategies, and various other current economic or investment topics. Our workshops are educational in nature and do not involve the solicitation of insurance or investment products, nor do our general sessions offer specific advice to attendees.

### ***Assets Under Management***

Because this is our initial year of operation, we do not have reportable assets under our management<sup>1</sup> as of the date of this brochure’s publication footnoted below.

### ***Item 5 - Fees and Compensation***

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Forms of payment are based on the types of services being provided, term of service, etc., and will be stated in your engagement agreement with our firm. Our published fees should not be considered negotiable, however at the sole discretion of the firm principal, fees may be reduced or waived for associates of the firm, family members, pre-existing relationships, or other special arrangements. We strive to offer fees that are fair and reasonable in light of the experience of our firm and the services to be provided to you. We are obligated under California statute to inform you that similar services may be made available from other firms and potentially at a lesser fee.

Our firm does not accept cash, money orders or similar forms of payment for its engagements. Fees are to be paid to our firm by check or draft from U.S.-based financial institutions. With your prior authorization, payment may also be made by credit or debit card through a qualified, unaffiliated PCI compliant<sup>2</sup> third-party processor, or withdrawal from your investment account held at your custodian of record. If we are to withdraw our fee from your investment account, we will send you and your custodian of record a written notice (invoice) each billing period that describes the advisory fees to be deducted from the account at our firm’s request. The invoice will include the total fee assessed, covered time period, calculation formulae utilized, and reference to the assets under management in which the fee had been based.

Note that we will not collect a planning fee from you of \$500 or more for our services that we have agreed to perform six months or more into the future.

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<sup>1</sup> The term “assets under management” and rounding per the General Instructions for Part 2 of Form ADV.

<sup>2</sup> We do not retain debit/credit card data. For an explanation of the term “PCI,” the PCI Security Standards Council, and comprehensive standards to enhance payment card data security, go to [https://www.pcisecuritystandards.org/security\\_standards/index.php](https://www.pcisecuritystandards.org/security_standards/index.php)

## **Hourly Planning Engagements**

Clients interested in a limited (modular) planning component engagement are assessed an hourly fee. Our rate is \$250 per hour; billed in 15-minute increments, and partial increments (e.g., nine minutes) will be treated as a whole increment. Prior to entering into an agreement with our firm you will receive an estimate of the overall cost based on your requirements and the time involved. A deposit of the lesser of \$500 or one-half the quoted fee will be due upon execution of the engagement agreement, and the remaining portion upon plan delivery. However, an hourly engagement lasting more than one month will be billed at the end of each month for time incurred. Payment requests will be preceded by our invoice, and fees are to be directly paid to our firm (we do not withdraw hourly fees from an investment account).

## **Fixed Fee Project Based Services**

### Option 1: Financial Checkup

Our Financial Checkup is a one-time consultation designed to answer two or three of your most pressing financial questions or concerns. The fee for this engagement is \$500. No deposit is required; the entire fee is due at the end of the meeting. We will provide an invoice prior to or at the end of our meeting. Fees are to be directly paid to our firm (we do not withdraw Financial Checkup fees from an investment account).

### Option 2: Stand-Alone Financial Plan

The Stand-Alone Financial Plan is designed to address multiple pressing planning topics. Typically, the engagement involves two or three meetings with you, and a financial plan is provided to you thereafter. Our fee is \$2,500, and a deposit of \$500 is required to initiate the engagement. The remainder of the fee is due upon our delivery of your financial plan. We will provide an invoice prior to or at the end of our final meeting. Fees are to be directly paid to our firm (we do not withdraw Stand-Alone Financial Plan fees from an investment account).

If you decide to sign-up for our Comprehensive Wealth Management Services (described below) after completion of your planning project, the entire \$2,500 Stand-Alone Financial Plan fee will be applied to the Comprehensive Wealth Management Services annual fee.

## **Comprehensive Wealth Management Services**

Our Comprehensive Wealth Management Services offering is designed to provide you with a broad-based financial plan, our continued support in the execution of your plan, as well as our ongoing management of your investment portfolio. The fee for this engagement ranges from \$9,000 to \$70,000 per year<sup>3</sup> and will be based on complexity of your needs and situation. Factors involved in determining the fee will include number of household members, amount of financial planning required, number, type and size of accounts, life stage, business interests, real estate ownership, trust arrangements, among other factors. You will be provided with a quote of your fee prior to entering into the engagement. Payments are to be made in equal installments. You may choose to be billed on a monthly or quarterly basis, and payment may be made directly to the firm or via withdrawal from your account maintained at the custodian of record. Our Comprehensive Wealth Management Services fee is billed in advance of services each period (e.g., January 1<sup>st</sup> for January's monthly services or January 1<sup>st</sup> for first quarter services). Our fee will be prorated for the first month/quarter fee. We will provide an invoice for each payment installment period.

If you prefer that your Comprehensive Wealth Management Services fee be paid from your investment account, your written authorization is required in order for the custodian of record to deduct the fee from your account.

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<sup>3</sup> At no time will the portion of the fixed fee earned by our firm that is designated for our managing an investment portfolio exceed two percent (2%) per annum of the assets under our management, which is considered an excessive fee in California.



By signing our firm's engagement agreement, as well as the custodian account documents, you will be authorizing the custodian to withdraw fees from your account. The custodian will remit our fees directly to our firm. Fees deducted from your account will be noted on statements that you will receive directly from your custodian of record.

### ***Educational Workshops***

Educational workshop attendees may be assessed a per-session fee ranging from \$20 to \$50. The fee will be announced in advance of the workshop and will be determined by the length of the event, the number and expertise of the presenters involved, in addition to whether educational materials are provided. Payment is due prior to the first session. We will provide an invoice at the time of our payment request.

### ***Termination of Services***

Either party may terminate the agreement at any time by communicating the intent to terminate in writing. Someday Advisors will not be responsible for investment allocation, advice, or transactional services (except for limited closing transactions) upon receipt of a termination notice. It will also be necessary that our firm inform the custodian of record that the relationship between our firm and the client has been terminated.

If a client did not receive our Form ADV Part 2 firm brochure at least 48 hours prior to entering into our firm's agreement, then that client will have the right to terminate the engagement without penalty within five business days after entering into the agreement. If a client terminates an hourly or a fixed fee project-based service after this five business-day rescission period, the client will be assessed our hourly fee (minus any advance payment) for work completed up to the date of termination. A client engaging the firm for Comprehensive Wealth Management Services who terminates their agreement after the five business-day rescission period will be assessed fees on a prorated basis for services incurred from either (i) as a new client, the date of the engagement to the date of the firm's receipt of written termination notice, or (ii) all other accounts, the last billing period to the date of the firm's receipt of written termination notice.

If an educational workshop attendee cancels within 24 hours of the first session, fees are normally not subject to a refund due to operational costs borne by our firm, but we will typically credit the fee toward a future educational session presented by our firm.

Our firm will return any prepaid, unearned fees within 30 calendar days of the firm's receipt of termination notice. Any earned fees by our firm in excess of a prepaid deposit will be billed at the time of termination and will be due by the client upon receipt of our invoice.

### ***Potential Additional Client Fees***

Any transactional or service fees (sometimes termed brokerage fees), individual retirement account fees, qualified retirement plan fees, account termination fees, or wire transfer fees will be borne by the account holder per the custodian of record's separate fee schedule. Fees paid by our clients to our firm for our advisory services are separate from any internal fees or charges a client may pay for mutual funds, exchange-traded funds (ETFs) or other similar investments. Additional information about our fees in relationship to our "brokerage practices" are noted in Item 12 of this document.

### ***External Compensation Involving Securities***

Our advisory firm does not charge or receive a commission or a mark-up on securities transactions, nor will the firm or an associate be paid a commission on the purchase of a securities holding that is recommended to a client. We do not receive "trails" or SEC Rule 12b-1 fees from a mutual fund company that may be recommended to a client. Fees charged by such issuers are detailed in prospectuses or product descriptions and interested

investors are always encouraged to read these documents before investing. Our firm and its associates receive none of these described or similar fees or charges. Our clients have the right to purchase recommended or similar investments through their own service provider (i.e., brokers, agents, etc.).

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

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Our firm's advisory fees will not be based on a share of capital gains or capital appreciation (growth) of any portion of managed funds also known as performance-based fees. Our fees will also not be based on side-by-side management, which refers to a firm simultaneously managing accounts that do pay performance-based fees (such as a hedge fund) and those that do not.

#### **Item 7 - Types of Clients**

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Someday Advisors provides its services to individuals and high net worth individuals. We do not require minimum income, minimum asset levels or other similar preconditions for our services. Our firm reserves the right to waive or reduce certain fees based on unique individual circumstances, special arrangements, or pre-existing conditions, and may decline services to any prospective client for any nondiscriminatory reason.

#### **Item 8 - Methods of Analysis, Investment Strategies, and Risk of Loss**

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

We utilize fundamental analysis, evaluating economic factors including interest rates, the current state of the economy, or the future growth of an industry sector. In addition to our own research, we may draw from sources that include:

- financial periodicals
- research reports from economists and other industry professionals
- regulatory filings (i.e., prospectus, financial filings, etc.)

##### ***Investment Strategy***

Someday Advisors' primary investment strategy is based on Modern Portfolio Theory, an investment strategy that constructs efficient portfolios that balance risk and reward in such a way as to achieve the highest expected return for a given level of risk. This strategy is passive and does not employ market timing or stock selection but rather employs a long term, buy-and-hold strategy with periodic rebalancing of the account to maintain desired risk levels. Based on a client's asset allocation requirements, Someday Advisors will recommend a portfolio that typically consists of a broad range of mutual funds, ETFs, and fixed income securities (aka. bonds).

##### ***Risk of Loss***

Our firm believes its strategies and investment recommendations are designed to produce the appropriate potential return for the given level of risk; however, there is no guarantee that a planning goal or investment objective will be achieved. Past performance is not necessarily indicative of future results. Investing in securities involves risk of loss that clients should be prepared to bear. While the following list is not exhaustive, we provide examples of such risk in the following paragraphs, and we believe it is important that our clients review and consider each prior to investing.

### Catastrophic Risk

Natural or man-made catastrophes can disrupt financial markets and impact security prices. Examples include terrorist attacks, natural disasters, war, etc. Investment companies can use "exigent circumstances" or "force majeure" as a defense against claims of loss by investors.

### Company Risk

When investing in securities, such as stocks, there is always a certain level of company or industry-specific risk that is inherent in each company or issuer. There is the risk that the company will perform poorly or have its value reduced based on factors specific to the company or its industry. This is also referred to as unsystematic risk and can be reduced or mitigated through diversification.

### Country/Regional Risk

World events such as political upheaval, financial troubles, or natural disasters will adversely affect the value of securities issued in foreign countries or regions. This risk is especially high in emerging markets where securities may be substantially more volatile and less liquid than securities in more developed countries. Because registered investment company securities (e.g., a mutual fund) may invest a large portion of its assets in securities located in any one country or region, including emerging markets, its performance may be hurt disproportionately by the poor performance of its investments in that area.

### Currency Risk

The risk of loss from fluctuating foreign exchange rates when a portfolio has exposure to foreign currency or in foreign currency traded investments is known as currency risk.

### Emerging Markets Securities

Investments in emerging markets securities are considered speculative and subject to heightened risks in addition to the general risks of investing in foreign securities. Unlike more established markets, emerging markets may have governments that are less stable, markets that are less liquid, and economies that are less developed. In addition, the securities markets of emerging market countries may consist of companies with smaller market capitalizations and may suffer periods of relative illiquidity; significant price volatility; restrictions on foreign investment; and possible restrictions on repatriation of investment income and capital. Furthermore, foreign investors may be required to register the proceeds of sales, and future economic or political crises could lead to price controls, forced mergers, expropriation or confiscatory taxation, seizure, nationalization, or creation of government monopolies.

### Equity (Stock) Risk

Common stocks are susceptible to general stock market fluctuations and to volatile increases or decreases in value as market confidence in and perceptions of their issuers change. If an investor held common stock or common stock equivalents of any given issuer, they may be exposed to greater risk than if they held preferred stocks and debt obligations of the issuer.

Preferred stocks can be affected by interest rate and liquidity risks (described in adjacent paragraphs). Also note that their dividend payment is not guaranteed; some are subject to a call provision, meaning the issuer can redeem its preferred shares on demand, and usually when interest rates have fallen.

## ETFs

Exchange-traded fund risks include risks due to their underlying securities (e.g., stocks, bonds, derivatives, etc.), and can be affected by risks such as market, currency, credit, political, interest rate, etc., that are described in adjacent paragraphs. The liquidity of the underlying stocks in the index can affect “ETF liquidity.” Liquidity risk can result from an insufficient number of “active participants” performing their duties as intermediaries and liquidity providers in the ETF market. “Spread risk” may also occur, which is the difference between the bid and the ask price of a security. Since ETF transactions are priced throughout the day and are traded on the exchanges like stocks, widening spreads may occur and have impact on certain portfolios or transactions. As with any security, if the ETF “fails,” the investor may lose their gains and invested principal. ETFs can carry additional expenses based on their share of operating expenses and certain brokerage fees. Indexed ETFs have the potential to be affected by “active risk;” a deviation from its stated index. We do not recommend leveraged or inverse ETFs due to their inherent risks.

## Failure to Implement

Each planning client is free to accept or reject any or all recommendations made by our firm. While no advisory firm can guarantee future performance, no plan can succeed if it is not implemented. Clients who choose not to take the steps recommended in their financial plan may face an increased risk that their stated goals and objectives will not be achieved.

## Financial Risk

Excessive borrowing to finance business operations increases the risk of profitability, because a company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

## Fixed Income Risks

Various forms of fixed income instruments, such as bonds, money market or bond funds may be affected by various forms of risk, including:

- Call Risk - During periods of falling interest rates, issuers of callable bonds may call (redeem) securities with higher coupons or interest rates before their maturity dates. The owner of the bond would then lose any potential price appreciation above the bond’s call price and would be forced to reinvest the unanticipated proceeds at lower interest rates, resulting in a decline in the owner’s income. Call risk is generally low for short-term bond funds, moderate for intermediate-term bond funds, high for long-term bond funds, and high for high-yield bonds.
- Credit Risk - The potential risk that an issuer would be unable to pay scheduled interest or repay principal at maturity, sometimes referred to as “default risk.” Credit risk may also occur when an issuer’s ability to make payments of principal and interest when due is interrupted. Bondholders are creditors of an issuer and have priority to assets before equity holders (e.g., stockholders) when receiving a payout from liquidation or restructuring. When defaults occur due to bankruptcy, the type of bond held will determine seniority of payment.
- Interest Rate Risk - The risk that the value of the fixed income holding will decrease because of an increase in interest rates. The longer the maturity of the bond, the more sensitive its value is to changes in interest rates. Bond prices and interest rate changes are inversely correlated.
- Prepayment Risk - The prepayment risk is the premature return of principal on a fixed-income security. When principal is returned early on a security, future interest payments will not be paid on that part of the principal. The owner of the security would lose any price appreciation above the principal and be forced

to reinvest the unanticipated proceeds possibly at lower interest rates, resulting in a decline of dividends, income, and returns. The risk of prepayment is most prevalent in fixed-income securities such as callable bonds and mortgage-backed securities.

- Reinvestment Risk - With declining interest rates, investors may have to reinvest interest income or principal at a lower rate.
- State Government and Municipal Securities Risk - State government and municipal securities are subject to various risks based on factors such as economic and regulatory developments, changes or proposed changes in the federal and state tax structure, deregulation, court rulings and other factors. Repayment of state and municipal securities depends on the ability of the issuer or project backing such securities to generate taxes or revenues. There is also a risk the interest on an otherwise tax-exempt municipal security may be subject to federal income tax. Unfavorable developments in any economic sector may have far-reaching ramifications on the overall state and municipal market.
- U.S. Government Securities Risk - U.S. government securities are subject to varying interest rates and inflation risks. Not all U.S. government securities are backed by the full faith and credit of the U.S. government. Certain securities issued by agencies and instrumentalities of the U.S. government are only insured or guaranteed by the issuing agency or instrumentality, which must rely on its own resources to repay the debt. As a result, there is risk these entities will default on a financial obligation.

#### Foreign Securities Risk

Investments in securities of foreign companies, including direct investments as well as investments through American Depositary Receipts (ADRs), can be more volatile than investments in U.S. companies. Diplomatic, political, or economic developments, including nationalization or appropriation, could affect investments in foreign companies. Foreign securities markets generally have less trading volume and less liquidity than U.S. markets. In addition, the value of securities denominated in foreign currencies, and of dividends from these securities, can change significantly when foreign currencies strengthen or weaken relative to the U.S. dollar. Financial statements of foreign issuers are governed by different accounting, auditing, and financial reporting standards than the financial statements of U.S. issuers and may be less transparent and uniform than in the United States. Thus, there may be less information publicly available about foreign issuers than about most U.S. issuers. Transaction costs generally are higher than those in the United States and expenses for custodial arrangements of foreign securities may be somewhat greater than typical expenses for custodial arrangements of similar U.S. securities. Some foreign governments levy withholding taxes against dividend and interest income. Although in some countries a portion of these taxes are recoverable, the non-recovered portion will reduce the income received from the securities comprising an account's portfolio. These risks may be heightened with respect to emerging market countries since political turmoil and rapid changes in economic conditions are more likely to occur in these countries.

#### Fundamental Analysis

The challenge involving fundamental analyses is that information obtained may be incorrect; the analysis may not provide an accurate estimate of earnings, which may be the basis for a security's value. When a security's price adjusts rapidly to new information, such an analysis may result in unfavorable performance.

#### Inflation Risk

Also called purchasing power risk and is the chance that the cash flows from an investment will not be worth as much in the future because of changes in purchasing power due to inflation.

### Information Technology Sector Risk

Information technology companies face intense competition, both domestically and internationally, which may have an adverse effect on profit margins. As with other technology companies, information technology companies may have limited product lines, markets, financial resources, or personnel. The products of information technology companies may face obsolescence due to rapid technological developments, frequent new product introduction, unpredictable changes in growth rates, and competition for the services of qualified personnel. Companies in the information technology sector are heavily dependent on patent and intellectual property rights. The loss or impairment of these rights may adversely affect the profitability of these companies.

### Liquidity Risk

Liquidity risk is the inability to readily buy or sell an investment for a price close to the true underlying value of the asset due to a lack of buyers or sellers. There are times when there is no trading volume/market depth to support a security's current price. As such, the true value of the bond (for example) may not be supported by the current price. Conversely, when trading volume is high, there is also a risk of not being able to purchase a particular issue at the desired price.

### Macroeconomic Risk

Macroeconomic risk derives from the behavior of industries and governments and the relationships between them rather than from individual companies. It concerns fiscal and monetary policies, trade and investment flows and political developments on a national and international scale. Business cycles, depressions, inflation, unemployment, interest rates, valuations, prices, and imports/exports volumes are all unpredictable and can lower or destroy investment portfolios. Central banks and governments often resort to inflationary policies and excessive fiat currency issuance through borrowing and printing. These macroeconomic maneuvers may possibly support or increase the nominal value of investment assets short term but lead to inflation and asset bubbles and later crashes.

### Market Risk

This is also called systematic risk. In cases where markets are under extreme duress, many securities lose their ability to provide diversification benefits.

### Money Market Funds

While a money market fund is managed to maintain a stable net asset value (NAV) of \$1 per share, the value of the fund may fluctuate, and an investor could lose money (termed "breaking the buck"). Money market funds are a type of mutual fund that invests in high-quality, short-term debt securities, pays dividends that generally reflect short-term interest rates and seeks to maintain a stable NAV per share (typically \$1). An investment in a money market mutual fund is not insured or guaranteed by the Federal Deposit Insurance Corporation, National Credit Union Association, or any government agency.

### Mutual Funds

As with ETFs, the risk of owning a mutual fund is reflected in the underlying security(ies), such as stocks, bonds, etc. Mutual funds are affected by risks such as equity and fixed income risks, market, interest rate, currency, credit, political, etc., as described in adjacent paragraphs. It is important to note that even "conservative" funds, such as a money market fund or fixed income fund, can and have lost their value below the principal amount invested. Mutual funds typically carry additional expenses based on their share of operating expenses and trading (brokerage) fees, which may result in the potential duplication of certain fees paid by the investor. Indexed mutual funds can also be adversely affected by "QDI ratios" that are described in a following

paragraph. There are essentially nine main types of mutual fund share classes, as well as sub-classes for some of these. Some open and closed-ended funds are sold through brokerage firms and assess a commission ("load") in addition to their underlying fees earlier noted, while others are offered through investment advisers, retirement plans and other institutions.

"No load" funds are also available to the public through brokerage firms, and they usually incur trading (brokerage) fees. If a client chooses to purchase a mutual fund on their own through a broker/dealer, they should consider the trading fees, internal operating costs, as well as potential commissions they pay through that executing firm. Our firm is not a broker/dealer and (per Items 5 and 10 of this brochure) does not recommend nor is compensated by a "loaded" fund.

### Operational Risk

The potential for loss resulting from inadequate or failed internal processes, systems, actions of people, or external events. Many industries institute policies and procedures to respond and initiate alternative or supporting operations following a significant business disruption, while others do not. The level of operational risk and appropriate response are not uniform in definition, requirement, or measurement, including within the financial services sector.

### Political Risk

The risk of financial and market loss because of political decisions or disruptions in a particular country or region and may also be known as "geopolitical risk."

### Qualified Dividend Income Ratios

While ETFs and mutual funds are known for their potential tax-efficiency and higher "qualified dividend income" (QDI) percentages, there are asset classes within these investment vehicles or holding periods that do not benefit. Shorter holding periods, as well as commodities and currencies (possible underlying holding of an ETF or mutual fund), may be considered "non-qualified" under certain tax code provisions. We consider a holding's QDI when tax-efficiency is an important aspect of the client's portfolio.

### Research Data

When research and analyses are based on commercially available software, rating services, general market and financial information, or due diligence reviews, a firm is relying on the accuracy and validity of the information or capabilities provided by selected vendors, rating services, market data, and the issuers themselves. While our firm makes every effort to determine the accuracy of the information received, we cannot predict the outcome of events or actions taken or not taken, or the validity of all information researched or provided which may or may not affect the advice on or investment management of an account.

### Sequence of Return Risk

The risk of receiving lower or negative returns due to early withdrawals from an investment account.

### Settlement Risk

Also called delivery risk. The risk that one party will fail to deliver the terms of an investment contract with another party (contra-party) at the time of settlement. Settlement risk can be a risk associated with default, along with any timing differences in a settlement between the two parties.

### Small- and Mid-Capitalization Company Risk

The small- and mid-capitalization companies in which an account may invest may be more vulnerable to adverse business or economic events than larger, more established companies. Investments in these small- and mid-sized companies may pose additional risks, including liquidity risk, because these companies tend to have limited product lines, markets, and financial resources, and may depend upon a relatively small management group. Small- and mid-cap stocks, therefore, may be more volatile than those of larger companies. These securities may be traded over-the-counter (OTC) or listed off-exchange.

### Sociopolitical Risk

The risk of instability in a region due to war, terrorism, pandemics, etc., that might affect investment markets.

### Item 9 - Disciplinary Information

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Neither the firm nor its management has been involved in any criminal or civil action in a domestic, foreign, or military jurisdiction, an administrative enforcement action, or self-regulatory organization proceeding that would reflect poorly upon our offering advisory business or its integrity.

### Item 10 - Other Financial Industry Activities and Affiliations

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Our firm and its management are not registered nor have an application pending to register as a Financial Industry Regulatory Authority (FINRA) or National Futures Association (NFA) member firm or associated person of such a firm. We are not required to be registered with such entities, nor do they supervise our firm, its activities, or our associates. Neither the firm nor its management is or has a material relationship with any of the following types of entities:

- accountant or accounting firm
- another investment adviser, to include financial planning firms, sub-advisers, municipal securities advisers, or third-party investment managers (nor do we recommend/refer, select, or utilize a third-party investment managers' services)
- bank, credit union or thrift institution, or their separately identifiable department or division
- insurance company or insurance agency
- lawyer or law firm
- pension consultant
- real estate broker, dealer, or adviser
- sponsor or syndicator of limited partnerships
- trust company
- issuer of a security, such as a mutual fund or other pooled investment vehicle (including a mutual fund, closed-end investment company, unit investment trust, private investment company or "hedge fund," and offshore fund)

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

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Someday Advisors is a fiduciary and will act in the utmost good faith, performing in a manner we believe to be in the best interest of our clients. We have designed our business methodologies, ethics rules, and policies in order to eliminate or at least minimize material conflicts of interest, and to appropriately manage any material conflicts of interest that may remain. It is important to point out that no set of rules can anticipate or relieve all material



conflicts of interest. Our firm will disclose to its advisory clients any material conflict of interest relating to the firm, its representatives, or any of its employees which could reasonably be expected to impair the rendering of unbiased and objective advice.

### **Code of Ethics**

We have adopted a Code of Ethics that establishes policies for ethical conduct for our personnel. Our firm accepts the obligation not only to comply with applicable laws and regulations but also to act in an ethical and professionally responsible manner in all professional services and activities. Firm policies include prohibitions against insider trading, circulation of industry rumors, and certain political contributions, among others. We periodically review and amend our Code of Ethics to ensure that they remain current, and we require firm personnel to annually attest to their understanding of and adherence to the firm's Code of Ethics. A copy of the firm's Code of Ethics is made available to any client or prospective client upon request.

Firm associates that are CERTIFIED FINANCIAL PLANNER™ Practitioners also adhere to the Certified Financial Planner Board of Standards, Inc.'s Code of Ethics & Professional Responsibility which you may find at [www.cfp.net](http://www.cfp.net).

### **Privacy Policy Statement**

We respect the privacy of all clients and prospective clients both past and present (collectively termed "customers" per federal guidelines). It is recognized that clients have entrusted our firm with non-public personal information, and it is important that both access persons and customers are aware of firm policy concerning what may be done with that information.

We collect personal information about our clients from the following sources:

- Information our clients provide to us to complete their financial plan or investment recommendation;
- Information our clients provide to us in agreements, account applications, and other documents completed in connection with the opening and maintenance of their accounts;
- Information our clients provide to us orally; and
- Information we may receive from service providers, such as custodians, about client transactions.

We may disclose non-public personal information about you to unaffiliated third parties in certain circumstances. For example, in order for us to provide financial planning or portfolio management services to you, we may disclose your personal information in limited circumstances to various service providers, such as your custodian or third-party investment manager. Otherwise, we do not disclose nonpublic personal information about our clients to anyone, except in the following circumstances:

- When required to provide services our clients have requested;
- When our clients have specifically authorized us to do so in writing;
- When required during the course of a firm assessment (i.e., independent audit); and
- When permitted or required by law (i.e., periodic regulatory examination).

If it is necessary to share your non-public personal information with an unaffiliated third party, we will inform you and ask that you give us permission via a signed statement. Unless this "opt-in" statement is signed, we will not share your information with an unaffiliated third party.

To ensure security and confidentiality, we maintain physical, electronic, and procedural safeguards to protect the privacy of client information. Within our firm, we restrict access to client information to staff that need to know that information. All personnel and our service providers understand that everything handled in our office

is confidential and they are instructed to not discuss client information or situation with someone else unless they are specifically authorized in writing by the client to do so. This includes, for example, providing information to a family member.

### ***Firm Recommendations and Conflicts of Interest***

Our associates are prohibited from borrowing from or lending to a client unless the client is an approved financial lending institution.

Neither our firm nor its associates are authorized to recommend to a client, or effect a transaction for a client, involving any security in which our firm or a “related person” (associates, their immediate family members, etc.) has a material financial interest, such as in the capacity as an underwriter, adviser to the issuer, etc.

Our firm provides both financial planning and portfolio management, and a fee is earned by the firm for those services. Our associates will disclose in advance how they are being compensated and if there is a conflict of interest involving any service being provided. It is important to note that you are under no obligation to act on a recommendation from an associate. If you elect to do so, you are under no obligation to complete all the recommendations through our firm or a service provider whom we may recommend to you.

Our firm and/or its related persons may buy or sell securities that are the same as, similar to, or different from, those we recommend to clients for their accounts. A recommendation made to one client may be different in nature or in timing from a recommendation made to a different client. Clients often have different objectives and risk tolerances. At no time will our firm or any related party receive preferential treatment over our clients. We mitigate this conflict by ensuring that we have policies and procedures in place to ensure that the firm or a related person will not receive preferential treatment over a client. In order to reduce or eliminate certain conflicts of interest involving personal trading (e.g., trading ahead of client recommendations or trades, etc.), firm policy requires that we restrict or prohibit certain related parties’ transactions. Any exceptions must be approved in writing by our Chief Compliance Officer, and personal trading accounts are reviewed on a quarterly or more frequent basis. Please refer to Item 6 of the accompanying Form ADV Part 2B brochure supplement for further details.

### **Item 12 - Brokerage Practices**

Our clients’ accounts must be maintained by a qualified custodian (generally a broker/dealer, futures commission merchant, national bank, or trust company) that is frequently reviewed for its capabilities to serve in that capacity by their respective industry regulatory authority. Our firm is not a custodian or broker/dealer, there is not an affiliate that is a custodian or broker/dealer, nor does a custodian or broker/dealer supervise our firm, its activities, or our associates. We do not receive referrals from a custodian or broker/dealer, nor would client referrals be a factor in our recommendation of a custodian or broker/dealer.

Clients may open or maintain their accounts at their current custodian/service provider. If the client prefers a new custodian/service provider, a recommendation may be made by our firm that is based on client need, overall costs, ease of use, and following our review of the recommended provider.

We recommend that our Comprehensive Wealth Management Services clients use Charles Schwab & Co., Inc. (“Schwab”) to serve as custodian of record for their accounts. Schwab is a FINRA and SIPC member,<sup>4</sup> as well as an SEC-registered broker/dealer. While we recommend that you use Schwab as custodian, you must decide whether to do so, and you will open the account by entering into an account agreement directly with Schwab.

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<sup>4</sup> Our advisory firm is not, nor required to be, a Securities Investor Protection Corporation (SIPC) member. Clients may learn more about the SIPC and how it serves member firms and the investing public by going to their website at <http://www.sipc.org>.

We do not technically open the account for you, but we will assist you in doing so. A client is not required to place account assets with Schwab. If you do not wish to place your account assets with Schwab, our ability to manage the account at your preferred custodian/service provider depends on that custodian/service provider's trading policies.

We seek to use a custodian who will hold client assets and execute transactions on terms that are overall advantageous when compared to other available providers and their services. Our firm considers a wide range of factors, including, among others, these:

- combination of transaction execution services along with asset custody services (generally without a separate fee for custody)
- capability to execute, clear and settle trades (buy and sell securities for an account)
- capabilities to facilitate transfers and payments to and from accounts (wire transfers, check requests, bill payment, etc.)
- breadth of investment products made available (stocks, bonds, mutual funds, ETFs, etc.)
- availability of investment research and tools that assist us in making investment decisions
- quality of services
- competitiveness of the price of those services (commission rates, margin interest rates, other fees, etc.) and willingness to negotiate them
- reputation, financial strength and stability of the provider
- their prior service to us and our other clients
- availability of other products and services that benefit us, as discussed below.

When your account is maintained at Schwab, you are typically not charged separately for custody services and Schwab is compensated by charging a commission or other fees on trades that Schwab executes or that settle into a Schwab account. Schwab's commission rates applicable to our client accounts were negotiated based on our commitment to maintain a certain amount of clients' assets in accounts held at Schwab. This commitment benefits our client because overall commission rates are lower than they would be if we had not made the commitment. Schwab Advisor Services™ (formerly called "Schwab Institutional") is Schwab's business serving independent investment advisory firms similar to ours. They provide our firm and its clients with access to its institutional brokerage - trading, custody, reporting and related services - many of which are not typically available to Schwab retail customers. Schwab also makes available various support services. Some of those services help us manage or administer our clients' accounts, while others help us manage and grow our business. Schwab's support services are generally available to us on an unsolicited basis (we don't have to request them) and at no charge to us as long as we keep a certain level of our clients' assets in accounts at Schwab. If we have less than the desired amount of client assets at Schwab, they may charge us quarterly service fees that we pay from our operating account.

Schwab's institutional brokerage services include access to a broad range of investment products, execution of securities transactions, and custody of client assets. The investment products available through Schwab include some to which we might not otherwise have access or that would require a significantly higher minimum initial investment by our clients. Schwab's services described in previous paragraphs generally benefit our clients.

Schwab also makes available to our advisory firm other products and services that benefit us but may not directly benefit each client's account. These products and services assist us in managing and administering our clients' accounts. They include investment research, both Schwab's own and that of third parties. We may use this research to service all or some substantial number of our clients' accounts, including accounts not maintained

at Schwab. In addition to investment research, Schwab also makes available software and other technology that:

- provides access to client account data (such as duplicate trade confirmations and account statements);
- facilitates trade execution and allocates aggregated trade orders for multiple client accounts;
- provides pricing and other market data;
- facilitates payment of our fees from our clients' accounts; and
- assists with back-office functions, recordkeeping and client reporting.

Schwab also offers other services intended to help us manage and further develop our business enterprise, such as:

- educational conferences and events;
- technology, compliance, legal, and business consulting;
- publications and conferences on practice management and business succession; and
- access to employee benefits providers, human capital consultants and insurance providers.

Schwab may provide some of these services itself. In other cases, they may arrange for third-party vendors to provide the services to us. Schwab may also discount or waive its fees for some of these services or pay all or a part of a third party's fees. Schwab may also provide us with other benefits such as occasional business entertainment of our personnel. Some of the noted tools and services made available by Schwab may benefit our advisory firm but may not directly benefit a client account. Certain tools, services or discounts made available to our firm by our custodian benefit our advisory firm but may not directly benefit each client account. While our firm does not think these services are considered "brokerage or research services" under Section 28(e) of the Securities Exchange Act of 1934, certain jurisdictions where we serve client accounts believe they fall under this definition. The availability of these services benefits our firm because we do not have to produce or purchase them as long as clients maintain assets in accounts at our recommended custodian.

There is a conflict of interest since our firm has an incentive to select or recommend a custodian based on our firm's interest in receiving these benefits rather than the client's interests in receiving favorable trade execution. It is important to mention that the benefit received by our firm through participation in any custodian's program does not depend on the amount of brokerage transactions directed to that custodian, and our selection of a custodian is primarily supported by the scope, quality, and cost of services provided as a whole, not just those services that benefit only our advisory firm. Further, we will act in the best interest of our clients regardless of the custodian we may select. Our firm conducts periodic assessments of any recommended service provider which generally involves a review of the range and quality of services, reasonableness of fees, among other items, in comparison to industry peers.

### **Best Execution**

"Best execution" means the most favorable terms for a transaction based on all relevant factors, including those listed in the earlier paragraphs. We recognize our obligation in seeking best execution for our clients; however, it is our belief that the determinative factor is not always the lowest possible cost but whether the selected custodian's transactions represent the best "qualitative execution" while taking into consideration the full range of services provided. Our firm will seek services involving competitive rates, but it may not necessarily correlate into the lowest possible rate for each transaction. We have determined having our portfolio management clients' accounts trades completed through our recommended custodian is consistent with our obligation to seek best execution of client trades. A review is regularly conducted with regard to recommending a custodian to our clients in light of our duty to seek best execution.

While our firm has access to a broad range of securities through our custodian, it is a finite number. In addition, not all investment managers, share classes, etc., are represented at each custodian. Due to these normal and customary limitations, not all portfolio holdings will be readily available, least expensive, best performing, etc. It is an unrealistic expectation for an investor to maintain a premise otherwise.

### ***Directed Brokerage***

Not all investment advisers require their clients to direct brokerage. Our internal policy and operational relationship with our custodian require client accounts custodied with them to have trades executed per their order routing requirements. We do not direct which executing broker should be selected for client account trades, whether that is an affiliate of our preferred custodian or another executing broker of our custodian's choice. As a result, a client may pay higher commissions or other transaction costs, experience greater spreads, or receive less favorable net prices on transactions than might otherwise be the case.

Since we routinely recommend a custodian to our clients, and that custodian may choose to use the execution services of its brokerage affiliate for some or all account transactions, there is an inherent conflict of interest involving our recommendation since our advisory firm receives various products or services earlier described. Note that we are not compensated for trade routing/order flow, nor are we paid commissions on such trades. We do not receive interest on an account's cash balance.

Client accounts maintained at our custodian under our "account master" are unable to direct brokerage. As a result, they may pay higher commissions or other transaction costs, potentially experience greater spreads, or receive less favorable net prices on transactions for their account than would otherwise be the case if they had the opportunity to direct brokerage.

For accounts maintained at a custodian of the client's choice (e.g., held-away accounts), the client may choose to request that a particular broker is used to execute some or all account transactions. Under these circumstances, the client will be responsible for negotiating, in advance of each trade, the terms and/or arrangements involving their account with that broker, and whether the selected broker is affiliated with their custodian of record or not. We will not be obligated to seek better execution services or prices from these other brokers, and we will be unable to aggregate transactions for execution via our custodian with other orders for accounts managed by our firm. As a result, the client may pay higher commissions or other transaction costs, potentially experience greater spreads, or receive less favorable net prices on transactions for their account than would otherwise be the case.

### ***Aggregating Securities Transactions***

Trade aggregation involves the purchase or sale of the same security for several clients/accounts at approximately the same time. This may also be termed "blocked" or "batched" orders. Aggregated orders are attempted to obtain better execution, negotiate favorable transaction rates, or to allocate equitably among multiple client accounts should there be differences in prices, brokerage commissions or other transactional costs that might otherwise be unobtainable through separately placed orders. Since we serve accounts on a non-discretionary basis, it is impractical to aggregate clients' accounts and therefore necessitates individual transactions which may result in potentially trading higher costs or less favorable prices than those where aggregation has occurred.

## **Item 13 - Review of Accounts**

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### ***Scheduled Reviews***

Periodic financial plan reviews are encouraged, and we recommend they occur on at least a scheduled, annual basis. Reviews are conducted with Brae Holdridge (Founding Partner and Chief Compliance Officer). A copy of

revised financial plans and/or asset allocation reports generated from these review sessions are provided in printed or digital format.

Investment portfolios via our Comprehensive Wealth Management Services engagements are reviewed on a quarterly or more frequent basis by Ms. Holdridge. Client-level reviews are also completed by Brae Holdridge, and it is recommended these occur on at least an annual basis. A copy of a revised investment guideline or asset allocation reports in printed or digital format will be provided to the client.

### **Interim Reviews**

You should contact our firm for additional financial plan reviews when you anticipate or have experienced changes in your financial situation (i.e., changes in employment, an inheritance, the birth of a new child, etc.), or if you prefer to change requirements involving your investment allocation. Interim reviews are conducted by Ms. Holdridge. A copy of revised financial plans reports in printed or digital format will be provided.

Additional Comprehensive Wealth Management Services portfolio reviews by Brae Holdridge may be triggered by news or research related to a specific holding, a change in our view of the investment merits of a holding, or news related to the macroeconomic climate affecting a sector or holding within that sector. A portfolio may be reviewed for an additional holding or when an increase in a current position is under consideration. Account cash levels above or below what we deem appropriate for the investment environment, given the client's stated tolerance for risk and investment objectives, may also trigger a review.

### **Client Reports**

Whether you have opened and maintained an investment account on your own or with our assistance, you will receive account statements sent directly from custodians, mutual fund companies, transfer agents or brokerage companies where your investments are held. We urge you to carefully review these account statements for accuracy and clarity, and to ask questions when something is not clear.

We do not create investment performance reports. We urge our clients to carefully review and compare account statements that clients have received from their custodian of record with any report clients may receive from any source if that report contains any type of investment performance information.

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

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Please refer to Item 12 of this brochure for information with respect to our business relationships and the conflicts of interest they present. If we receive or offer an introduction to a client (e.g., from an accountant, attorney, or credit union employee), we do not pay or earn a referral fee, nor are there established quid pro quo arrangements. Each client retains the option to accept or deny such referral or subsequent services.

### **Item 15 - Custody**

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Our clients' accounts must be maintained by an unaffiliated, qualified custodian; accounts are not to be maintained by our firm or any associate of our firm. In keeping with this policy involving our clients' funds or securities, our firm:

- Restricts the firm or an associate from serving as trustee or having general power of attorney over a client account;
- Does not accept or forward client securities (i.e., stock certificates) erroneously delivered to our firm;
- Prohibits the firm or an associate to have the client's bank or investment account access information (i.e., passwords and user identification);

- Will not collect advance fees of \$500 or more for services that are to be performed six months or more into the future; and
- Prohibits associates from having authority to directly withdraw securities or cash assets from a client account. Although we may be deemed to have limited custody of an account since we may request the withdrawal of advisory fees from an account, we will do so only on the following terms as described in Item 5 and reemphasized below:
  - Our firm will possess written authorization from the client to deduct advisory fees from an account held by the custodian,
  - We will send the qualified custodian written notice of the amount of the fee to be deducted from the client's account, and
  - Our firm will send the client an itemized invoice including any formulae used to calculate the fee, the time period covered by the fee, and the amount of assets under management on which the fee was based.

Your custodian of record will provide you with your investment account transaction confirmations and account statements, which include debits and credits and our firm's advisory fee for that period. Custodian statements are provided to you on at least a quarterly basis.

As a reminder, if you receive a report from any source that contains investment performance information, you are urged to carefully review and compare your account statements that you have received from your custodian of record to evaluate that report's accuracy.

#### **Item 16 - Investment Discretion**

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We only serve our clients' portfolios on a non-discretionary basis. This type of account authority requires the client's ongoing prior approval involving the investment and reinvestment of account assets, and portfolio re-balancing. The client will be required to execute our firm's client services agreement that describes our limited account authority, as well as the custodian of record's account opening document that includes their limited power of attorney form or clause. Considering trading pre-approval requirements, our clients must make themselves available and keep our firm updated on their contact information so that instructions can be efficiently executed on their behalf. In addition, non-discretionary accounts are generally unable to be aggregated (see Item 12) and may therefore be assessed higher trading fees or receive less favorable prices than those accounts where trade aggregation has occurred.

#### **Item 17 - Voting Client Securities**

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You may periodically receive proxies or other similar solicitations sent directly from your selected custodian or transfer agent. If we receive a duplicate copy, please note that we do not forward these or any correspondence relating to the voting of your securities, class action litigation, or other corporate actions.

Our firm does not vote proxies on your behalf. We do not offer guidance on how to vote proxies, nor will we offer guidance involving any claim or potential claim in any bankruptcy proceeding, class action securities litigation, or other litigation or proceeding relating to securities held at any time in a client account, including, without limitation, to file proofs of claim or other documents related to such proceeding, or to investigate, initiate, supervise, or monitor class action or other litigation involving client assets. We will answer limited questions during a scheduled meeting with respect to what a proxy voting request or other corporate matter may be and how to reach the issuer or the issuer's legal representative.

Each account holder of record maintains responsibility for directing how proxies solicited by issuers of securities that are beneficially owned shall be voted, as well as making all other elections relative to mergers, acquisitions, tender offers, or other legal matters or events pertaining to holdings.

Clients should consider contacting the issuer or their legal counsel involving specific questions they may have with respect to a particular proxy solicitation or corporate action.

### **Item 18 - Financial Information**

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Our advisory firm will not take physical custody of your assets, nor do we have the type of account authority to have such control. Fee withdrawals must be done through a qualified intermediary (e.g., your custodian of record), per your prior written agreement, and following your receipt of our invoice.

Engagements with our firm do not require that we collect fees from you of \$500 or more for our advisory services that we have agreed to perform six months or more into the future.

Neither our firm nor our management serve as general partner for a partnership or trustee for a trust in which the firm's advisory clients are either partners of the partnership or beneficiaries of the trust.

The firm and our management do not have a financial condition likely to impair our ability to meet commitments to clients, nor has the firm and our management been the subject of a bankruptcy petition or other material reportable financial event.

Due to the nature of our firm's advisory services and operational practices, an audited balance sheet for the firm is not required nor included in this brochure.

### **Item 19 - Requirements for State-Registered Advisers**

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Principal Executives and Management Persons - Brae Holdridge. Please see Item 4 of this brochure and the cover page (Item 1) of her accompanying Form ADV Part 2B brochure supplement.

Other Business Activities - None.

Performance-Based Fees - Please see Item 6 of this brochure and Item 5 of the accompanying Form ADV Part 2B that immediately follows this firm brochure. Neither the firm nor its management is compensated based on performance-based fees. It is perceived that performance-based compensation may create an incentive for an adviser to recommend an investment that may carry a higher degree of risk to a client; an activity contrary to the firm's business practices.

Material Disclosure Matters involving Firm Management - Please refer to Item 9 of this firm brochure and Items 3 and 7 of the accompanying Form ADV Part 2B supplement that immediately follows this brochure. The firm's management has not been the subject of an award or otherwise been found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:

- (a) an investment or an investment-related business or activity;
- (b) fraud, false statement(s), or omissions;
- (c) theft, embezzlement, or other wrongful taking of property;
- (d) bribery, forgery, counterfeiting, or extortion; or
- (e) dishonest, unfair, or unethical practices.



Firm management has not been the subject of an award or otherwise been found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:

- (a) an investment or an investment-related business or activity;
- (b) fraud, false statement(s), or omissions;
- (c) theft, embezzlement, or other wrongful taking of property;
- (d) bribery, forgery, counterfeiting, or extortion; or
- (e) dishonest, unfair, or unethical practices.

Material Relationship with an Issuer of a Security - None. Please refer to Item 10 of this brochure and Item 4 of the accompanying Form ADV Part 2B brochure supplement for Brae Holdridge.



Someday Advisors LLC  
700 Colorado Blvd #739  
Denver, CO 80206

**Form ADV Part 2B – Brochure Supplement**  
**Dated: May 16, 2024**

(424) 235-4466  
[www.somedayadvisors.com](http://www.somedayadvisors.com)  
[compliance@somedayadvisors.com](mailto:compliance@somedayadvisors.com)

**Brae S. Holdridge, MBA, CFP®**  
Founding Partner  
Chief Compliance Officer  
Investment Adviser Representative  
CRD # 5013557

This brochure provides information about Brae Holdridge that supplements Someday Advisors LLC Form ADV Part 2A firm brochure. You should have received a copy of that brochure. Please contact Ms. Holdridge, Founding Partner, at (424) 235-4466 if you did not receive the full brochure or if you have any questions about the contents of this supplement. Additional information about Brae Holdridge is available on the Securities and Exchange Commission's (SEC) website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) under CRD # 5013557.

## Item 2 - Educational Background and Business Experience

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Regulatory guidance requires the firm to disclose post-secondary education and professional training for each principal executive and associate of the firm, as well as their business experience for at least the most recent five years.

### Principal Executive Officers and Management Persons

#### ***Founding Partner/Chief Compliance Officer/Investment Adviser Representative/Managing Member***

Brae Sinclair Holdridge

Year of Birth: 1983

CRD Number: 5013557

Educational Background and Business Experience

#### Educational Background

CERTIFIED FINANCIAL PLANNER™ Practitioner, CFP®, Certified Financial Planner Board of Standards, Inc.<sup>1</sup>

Master of Business Administration (MBA), Columbia Business School; New York, NY

Bachelor of Science, Boston College; Chestnut Hill, MA

Attended the University of Pennsylvania; Philadelphia, PA

#### Business Experience

Someday Advisors LLC (03/2021-Present)

Denver, CO

Founding Partner/Managing Member (03/2021-Present)

Chief Compliance Officer/Investment Adviser Representative (05/2021)

Standard Planning Company (12/2017-04/2021)

Rockport, MA

Financial Planner

California Resources Corporation (01/2019-10/2019)

Santa Clarita, CA

Senior Business Development Manager

Breitburn Energy Partners L.P. (02/2015-11/2018)

Los Angeles, CA

Business Development Manager

Brownson Rehms & Foxworth, Inc. (05/2014-01/2015)

Chicago, IL

Senior Analyst

### **Item 3 - Disciplinary Information**

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Registered investment advisers are required to disclose certain material facts about its associated personnel regarding any legal or disciplinary events, including criminal or civil action in a domestic, foreign or military court, or any proceeding before a state, federal or foreign regulatory agency, self-regulatory organization, or suspension or sanction by a professional association for violation of its conduct rules material to the evaluation of each officer or a supervised person providing investment advice. Brae Holdridge has not been the subject of any such event.

### **Item 4 - Other Business Activities**

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Investment adviser representatives are required to disclose outside business activities that account for a significant portion of their time or income, or that may present a conflict of interest with their advisory activities.

Brae Holdridge does not have another reportable outside business to disclose, nor does she have a material relationship with an issuer of a security. She is not registered, nor has an application pending to register, as a registered representative of a broker/dealer or associated person of a futures commission merchant, commodity pool operator, or commodity trading adviser, nor is she supervised by such a firm. She does not receive commissions, bonuses, or other compensation based on the sale of securities, including that as a registered representative of a broker/dealer or the distribution or service fees ("trails") from the sale of mutual funds.

### **Item 5 - Additional Compensation**

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Neither our advisory firm nor Brae Holdridge are compensated for advisory services involving performance-based fees. Firm policy does not allow associated persons to accept or receive additional economic benefit, such as sales awards or other prizes, for providing advisory services to firm clients.

### **Item 6 - Supervision**

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Brae Holdridge serves as the firm's Chief Compliance Officer. Because supervising oneself poses a conflict of interest, the firm has adopted policies and procedures to mitigate this conflict. Questions relative to the firm, its services, or this Form ADV Part 2 may be made to the attention of Ms. Holdridge at (424) 235-4466.

Additional information about the firm, other advisory firms, or an associated investment adviser representative is available at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). A search of this site for firms may be accomplished by firm name or a unique firm identifier, known as an IARD or CRD number. The IARD number for Someday Advisors is 314615. Brae Holdridge's CRD number is 5013557. The business and disciplinary history, if any, of an investment advisory firm and its representatives may be obtained by may be obtained by reviewing information that is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) or by contacting the state securities commissioner where the client resides.

### **Item 7 - Requirements for State-Registered Advisers**

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There have been neither awards nor sanctions or other matter where Brae Holdridge or Someday Advisors has been found liable in an arbitration, self-regulatory, or administrative proceeding. Neither Ms. Holdridge nor Someday Advisors has been the subject of a bankruptcy petition or other material reportable financial event.

## Information about Professional Designations

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<sup>1</sup>The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

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

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

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

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

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

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