

**Item 1: Cover Page**  
**Part 2A of Form ADV: Firm Brochure**  
**October 1, 2025**



**BetterWealth LLC**  
**1475 Saratoga Avenue, Suite 200**  
**San Jose, California 95129**  
**(866) 659-2522**  
**[www.BetterWealth.us](http://www.BetterWealth.us)**

**Firm Contact:**  
**Sue Cox**  
**Chief Compliance Officer**

This brochure provides information about the qualifications and business practices of BetterWealth LLC. If clients have any questions about the contents of this brochure, please contact us toll free at (866) 659-2522; locally at (408) 659-2390; or by email at [sue@BetterWealth.us](mailto:sue@BetterWealth.us). 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 our firm is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching CRD #226661.

Please note that the use of the term "registered investment adviser" and description of our firm and/or our associates as "registered" does not imply a certain level of skill or training. Clients are encouraged to review this Brochure and Brochure Supplements for our firm's associates who advise clients for more information on the qualifications of our firm and our employees.

## Item 2: Material Changes

The purpose of this page is to inform you of material changes to our brochure. If you are receiving this brochure for the first time, this section may not be relevant to you.

BetterWealth LLC reviews and updates our brochure at least annually to confirm that it remains current. We have not made any material changes to our brochure since the previous annual update, dated March 18, 2025.

## Item 3: Table of Contents

<b>Item 1: Cover Page</b>	1
<b>Item 2: Material Changes</b>	2
<b>Item 3: Table of Contents</b>	3
<b>Item 4: Advisory Business</b>	5
Description of Advisory Firm	5
Types of Advisory Services Offered	6
Tailoring of Advisory Services	8
Participation in Wrap Fee Programs	8
Regulatory Assets Under Management	8
<b>Item 5: Fees &amp; Compensation</b>	8
Compensation for Our Advisory Services	8
Other Types of Fees & Expenses	9
Termination & Refunds	9
Commissionable Securities Sales	10
<b>Item 6: Performance-Based Fees &amp; Side-By-Side Management</b>	10
<b>Item 7: Types of Clients &amp; Account Requirements</b>	10
<b>Item 8: Methods of Analysis, Investment Strategies &amp; Risk of Loss</b>	10
Methods of Analysis	10
Investment Strategies We Use	10
Risk of Loss	11
<b>Item 9: Disciplinary Information</b>	15
<b>Item 10: Other Financial Industry Activities &amp; Affiliations</b>	15
Certified Public Accountant (CPA)	15
<b>Item 11: Code of Ethics, Participation or Interest in</b>	15
<b>Client Transactions &amp; Personal Trading</b>	15
<b>Item 12: Brokerage Practices</b>	16
Directed Brokerage	18
Aggregation of Purchase or Sale	19
<b>Item 13: Review of Accounts</b>	20
Account Reviews	20
Account Reporting	21
<b>Item 14: Client Referrals &amp; Other Compensation</b>	21
Client Referrals and Other Compensation	21
<b>Item 15: Custody</b>	22
Deduction of Advisory Fees	22
Third Party Money Movement	22
<b>Item 16: Investment Discretion</b>	23
Discretionary Management	23
Non-Discretionary Management	23
<b>Item 17: Voting Client Securities</b>	23
Proxy Voting	23
Class Actions	23
<b>Item 18: Financial Information</b>	24
<b>Form ADV, Part 2B Brochure Supplements</b>	i
W. Scott Stauffer	iv
Andrew Howard	v

Jesse O. Lownsbury .....	vi
Jodee D. Lownsbury .....	vii
Suzanne Cox .....	viii
Privacy Policy .....	A

## Item 4: Advisory Business

### Description of Advisory Firm

---

BetterWealth LLC (“we,” “us,” or “our firm,”) provides individuals and other types of clients with a wide array of investment advisory services. Our firm is a limited liability company formed under the laws of the State of California in 2015 and has been in business as an investment adviser since that time. Our firm is owned by Scott Stauffer and Andrew Howard.

The purpose of this Brochure is to disclose the conflicts of interest associated with the investment transactions, compensation, and any other matters related to investment decisions made by our firm or its representatives. As a fiduciary, it is our duty to always act in the client’s best interest. This is accomplished in part by knowing our client. Our firm has established a service-oriented advisory practice with open lines of communication for many different types of clients in an effort to help meet their financial goals while remaining sensitive to risk tolerance and time horizons. Working with clients to understand their investment objectives while educating them about our process facilitates the kind of working relationship we value.

### Fiduciary Duty

Registered investment advisers are considered fiduciaries under federal law. Our fiduciary duty carries with it an obligation to act in the best interest of our clients pursuant to a relationship of trust and confidence. It encompasses a *duty of care* and a *duty of loyalty*.

### *Duty of Care*

The duty of care includes, among other things:

1. the duty to provide advice that is in the best interest of the client;
2. the duty to seek best execution of a client’s transactions where the adviser has the responsibility to select broker-dealers to execute client trades; and
3. the duty to provide advice and monitoring over the course of the relationship.

The duty to provide advice suitable to each client based on a reasonable understanding of the client’s objectives is a critical component of the duty of care. Providing suitable advice includes making a reasonable inquiry into the client’s financial situation, investment experience, and financial goals and then updating this information as necessary throughout the course of the relationship to reflect the client’s changing objectives over time and adjusting the advice we provide to reflect any changed circumstances.

When BetterWealth has the responsibility to select broker-dealers to execute client trades in discretionary accounts, we seek to trade such that the client’s total cost or proceeds in each transaction are the most favorable under the circumstances. In doing so, we consider the full range and quality of a broker’s services and so the determinative factor is not necessarily the lowest possible commission cost but whether the transaction represents the best qualitative execution. Moreover, we periodically and systematically evaluate the execution we receive on behalf of our clients.

Our duty of care includes an obligation to provide advice and monitoring at a frequency that is in the best interest of the client, taking into account the scope of the agreed relationship. This scope is

indicated by the duration and nature of the services as outlined in each client's advisory arrangement and extends to all personalized advice provided to clients.

### *Duty of Loyalty*

BetterWealth adheres to a duty of loyalty where we seek to serve the best interests of our clients and never subordinate the interests of our clients to our own. Simply put, BetterWealth cannot place its own interests ahead of the interests of our clients. In observance of this duty, we must make full and fair disclosure to clients of all material facts relating to the advisory relationship. Further, we also seek to eliminate or at least expose through full and fair disclosure all conflicts of interest which might incline BetterWealth, consciously or unconsciously, to render advice that is not disinterested. We believe that in order for disclosure to be full and fair, it should be sufficiently specific so that each client is able to understand the material fact or conflict of interest and make an informed decision whether to provide consent. Consequently, we provide this ADV 2A brochure to all prospective clients at or before entering into a contract so that they can use the information within to decide whether or not to enter into an advisory relationship.

## **Types of Advisory Services Offered**

---

### Wealth Management

As part of our Wealth Management service, we provide clients with asset management and financial planning services. This service is designed in an effort to assist clients in meeting their financial goals through the use of a financial plan. Our firm conducts client meetings to understand their current financial situation, existing resources, financial goals, and tolerance for risk. Based on what is learned, an investment approach is presented to the client, generally consisting of mutual funds and exchange-traded funds ("ETFs"). Additionally, our investment selections, depending on the individual investment objectives and needs of the client, may include short-term fixed income instruments, including but not limited to treasury bills and certificates of deposit ("CDs").

BetterWealth also occasionally offers advice regarding additional types of investments if we believe they are appropriate to address the individual needs, goals, and objectives of the client or in response to client inquiry. We may offer investment advice on any investment held by the client at the start of the advisory relationship.

Once we determine what our firm deems to be an appropriate portfolio, portfolios are continuously and regularly monitored, and if necessary, rebalanced based upon the client's individual needs, stated goals and objectives. Upon client request, our firm generally provides a written summary of observations and recommendations for the planning aspects of this service.

### Sub-Advisory Services

Our firm utilizes the sub-advisory services of third party investment advisory firms to aid in the implementation of an investment portfolio designed by our firm. Before selecting a firm, our firm will ensure that the chosen party is properly licensed or registered. Our firm will not offer advice on any specific securities or other investments in connection with this service. We will provide initial due diligence on the third party managers we recommend and ongoing reviews of their management of client accounts. In order to assist in the selection of a third party manager, our firm will gather client information pertaining to financial situation, investment objectives, and reasonable restrictions to be imposed upon the management of the account.

When utilized, we can hire and terminate sub-advisers subject to the discretionary authority that clients grant us in the BetterWealth advisory agreement; the client does not sign a separate agreement with the sub-adviser. BetterWealth will deliver to sub-adviser at the time of engagement and thereafter updating or revising as necessary a copy of the client's investment guidelines, which sub-adviser is instructed to rely upon to perform its sub-advisory services. When one or more outside managers are utilized, BetterWealth will deliver at the time of engagement and thereafter updating or revising as necessary a copy of each sub-adviser's ADV 2A Brochure, applicable 2B Supplements, and Form CRS.

When applicable, BetterWealth will review third party manager reports as part of our routine oversight of client accounts. Our firm will also contact clients at least annually in order to review their financial situation and objectives, communicate information to third party managers as warranted, and assist the client in understanding and evaluating the services provided by the third party manager. Clients will be expected to notify our firm of any changes in their financial situation, investment objectives, or account restrictions that could affect their financial standing.

### Pontera

We provide an additional service for accounts not directly held in our custody, but where we do have discretion, and may leverage an Order Management System "Pontera" to implement tax-efficient asset location and opportunistic rebalancing strategies on behalf of the client. These are primarily 401(k) accounts, HSAs, and other assets held outside the custodian that we recommend. On a quarterly basis, we review the available investment options in these accounts, monitor them, and rebalance and implement our strategies in the same way we do other accounts, though using different tools, as necessary.

"Pontera" is a third party platform to facilitate management of held away assets such as defined contribution plan participant accounts, with discretion. The platform allows us to avoid being considered to have custody of client funds since we do not have direct access to client log-in credentials to affect trades. We are not affiliated with the platform in any way and receive no compensation from them for using their platform. A link will be provided to the client allowing them to connect an account(s) to the platform. Once client account(s) are connected to the platform, our firm will review the current account allocations. When deemed necessary, we will rebalance the account considering each client's investment goals and risk tolerance. Any change in allocations will also consider current economic and market trends. The goal is to improve account performance over time, minimize loss during difficult markets, and manage internal fees that harm account performance. Client account(s) will be reviewed at least quarterly and allocation changes will be made as deemed necessary.

### Retirement Plans

Our firm provides Retirement Plan Services to a small number of employer plan sponsors on a legacy basis. We no longer offer this service to new or existing client relationships. Existing Retirement Plan Services currently includes assisting employer plan sponsors in monitoring and reviewing their company's participant-directed retirement plan.

BetterWealth's Retirement Plan Services comply with applicable state and federal laws regulating retirement plans, including client accounts that are retirement or other employee benefit plans ("Plan") governed by the Employee Retirement Income Security Act of 1974, as amended ("ERISA"). If the client accounts are part of a Plan, and our firm accepts appointment to provide services to such accounts, our firm acknowledges its fiduciary standard within the meaning of Section 3(21) or 3(38)

of ERISA as designated by the Retirement Plan Services Agreement with respect to the provision of services described therein.

## Tailoring of Advisory Services

Our firm offers individualized investment advice to our Wealth Management clients. Each Wealth Management client may place reasonable restrictions on the types of investments to be held in the portfolio such as when a client needs to keep a minimum level of cash in the account or does not want our firm to buy or sell certain securities or security types. We reserve the right to limit client-imposed restrictions if we feel that they would limit or prevent us from meeting or maintaining the client's investment strategy.

## Participation in Wrap Fee Programs

Our firm does not offer or sponsor a wrap fee program.

## Regulatory Assets Under Management

As of December 31, 2024, our firm managed \$547,898,746 on a discretionary basis and \$10,119,448 on a non-discretionary basis for a total of \$558,018,194 of regulatory assets under management.

## Item 5: Fees & Compensation

## Compensation for Our Advisory Services

BetterWealth charges advisory fees for investment management services, per the following schedule:

Assets Under Management	Annual Percentage of Assets Charge
\$0 to \$1,999,999.99	1.00%
\$2,000,000 to \$2,999,999.99	0.85%
\$3,000,000 to \$3,999,999.99	0.75%
\$4,000,000 and up	0.65%

Once a client's portfolio reaches a breakpoint, all account assets are billed at the corresponding rate. Fees to be assessed will be outlined in the advisory agreement to be signed by the client. Fees are negotiable and are generally deducted directly from client account(s). Annualized fees are billed on a pro-rata basis quarterly in advance based on the value of the account(s) on the last day of the previous quarter. The formula used for the calculation is as follows:  $(Annual\ Rate) \times (Total\ Assets\ Under\ Management\ at\ Quarter-End) / 4$ . For new client accounts, the first payment is a pro-rata calculation that takes into consideration the initial value of the portfolio and remaining days in the quarter once the account is funded. Our firm bills on cash balances in client portfolios unless indicated otherwise in writing. When applicable, our firm also bills on margined securities. Adjustments will be made for deposits and withdrawals during the quarter.

Upon the client's request, our firm will agree to invoice directly. Some accounts are under different fee schedules honoring prior agreements. BetterWealth aggregates related account balances of clients within the same household for purposes of achieving the advisory fee breakpoints listed above. We also manage some family and related accounts without charge.



### Sub-Advisory Services

Our firm's selected third party managers will debit fees for this service as disclosed in the executed advisory agreement between the client and the third party manager. The fees that BetterWealth receives for providing investment management services are separate from the fees charged to clients by third party advisers. The third party managers we recommend will not directly charge you a higher fee than they would have charged without us introducing you to them. Fees under these programs are billed in accordance with the outside manager's billing methodology (e.g., arrears/advance, quarterly/semi-annually), as described in each respective manager's separate written disclosure documents. Clients should consider the additional cost of paying sub-advisory fees since we do not discount or offset our standard management fee for clients that choose to participate in sub-advisory programs.

### Pontera

Our firm does not charge an additional fee for held away assets such as defined contribution plan participant accounts. Pontera charges a 0.25% fee for those assets. Our firm will not charge clients the 0.25% Pontera fee and will cover the additional cost of this service.

### Retirement Plans

Legacy Retirement Plan Services fees are billed based on the percentage of plan assets under management at an annual rate not exceeding 0.50%. Existing fee arrangements were historically determined on a case-by-case basis based on the scope and complexity of our engagement with the client, which is detailed in each Plan client's signed agreement.

## **Other Types of Fees & Expenses**

---

These fees are separate from our firm's advisory fees and will be disclosed by your custodian(s). Clients will incur transaction fees for trades executed by their chosen custodian via individual transaction charges. Charles Schwab & Co., Inc. ("Schwab") does not generally charge transaction fees for U.S. listed equities and exchange traded funds. When applicable, clients also pay holdings charges imposed by the chosen custodian for certain investments, charges imposed directly by a mutual fund, index fund, or exchange traded fund, which are disclosed in the fund's prospectus (e.g., fund management fees, IRA and qualified retirement plan fees, mark-ups and mark-downs, spreads paid to market makers, fees for trades executed away from custodian, wire transfer fees, etc.) Our firm does not receive any portion of these fees.

## **Termination & Refunds**

---

### Wealth Management Services

Either party may terminate the advisory agreement signed with our firm for Wealth Management services in writing at any time. Upon notice of termination our firm will process a pro-rata refund of the unearned portion of the advisory fees charged in advance.

### Retirement Plans

Either party to an existing Retirement Plan Services Agreement may terminate in writing at any time. The Plan client will be charged in arrears on a pro-rata basis for bona fide advisory services rendered up to the effective date of termination.

## **Commissionable Securities Sales**

---

Our firm and representatives do not sell securities for a commission in advisory accounts.

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

Neither our firm nor the third party managers we recommend charge performance-based fees or other fees based on a share of capital gains or capital appreciation of the assets of a client.

### **Item 7: Types of Clients & Account Requirements**

Our firm has the following types of clients:

- Individuals and High Net Worth Individuals;
- Trusts, Estates or Charitable Organizations;
- Pension and Profit-Sharing Plans; and
- Corporations, Limited Liability Companies and/or Other Business Types

While our firm does not require a minimum account balance for our Wealth Management services, we reserve the authority to terminate a client account or reject a prospective client if we determine that the size of an account is too small to effectively service the client.

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

#### **Methods of Analysis**

---

We use the following methods of analysis in formulating our investment advice and/or managing client assets:

Our firm relies on several sources for information to analyze investment securities and develop portfolio management strategies and allocations. We use publicly available research reports regarding individual securities, mutual funds constructed from these securities, and exchange traded funds. Sources we use may include but are not limited to historical and forward-looking asset class returns; industry white papers and research publications, other brokerage firm research reports and white papers, newspapers, financial websites, various financial periodicals, and financial trade journals and periodic discussions with fund managers and professional colleagues. Our firm also has access to well-known academic researchers who provide in-depth research materials and education.

#### **Investment Strategies We Use**

---

Our firm's clients usually have a long-term investment perspective of at least 5 to 7 years (and sometimes 15 to 20 years or more). The analysis of asset classes includes reviewing historical and expected rates of return, standard deviations, and correlation coefficients between asset classes.

Except in rare circumstances such as for very small portfolios, investment policy statements with target asset allocations are prepared in recognition of each client's risk tolerance investment objectives and constraints and long-term goals. Occasionally, our firm will purchase certain securities for shorter-term needs. For example, when harvesting tax losses, our firm will generally purchase replacement funds that are similar to a client's portfolio funds and hold them for 31 days to avoid wash sale rules. The original funds are usually then repurchased. Another example of a short-term holding period is when cash or other short maturity fixed income security is held for a client's short-term funding goals. We consider the trading costs of these strategies and only recommend them to clients when the expected after-tax benefits exceed expected costs. Upon client request, we will utilize mutual funds and/or ETFs that focus on environmental, social and governance ("ESG") investments.

Investment policy statements and/or client notes are updated to reflect any changes requested by the client or recommended by our firm.

### Margin Transactions

Upon a client's request, our firm will purchase stocks, mutual funds, and/or other securities for your portfolio with money borrowed from your brokerage account. This allows you to purchase more stock than you would be able to with your available cash and allows us to purchase stock without selling other holdings. Margin accounts and transactions are risky and not necessarily appropriate for every client. The potential risks associated with these transactions are (1) You can lose more funds than are deposited into the margin account; (2) the forced sale of securities or other assets in your account; (3) the sale of securities or other assets without contacting you; and (4) you may not be entitled to choose which securities or other assets in your account(s) are liquidated or sold to meet a margin call.

Since margin borrowing increases investment risk and raises costs for clients, our firm does not generally utilize margin as an investment strategy for our clients.

### **Risk of Loss**

---

Investing in securities involves risk of loss that clients should be prepared to bear. While markets sometimes increase resulting in potential account gains, markets also decrease, which generally results in account losses. It is important that clients understand the risks associated with investing in securities markets, and that their assets are appropriately diversified in investments. Clients are encouraged to ask our firm any questions regarding their risk tolerance.

### Mutual Funds

A mutual fund is a company that pools money from many investors and invests the money in stocks, bonds, short-term money-market instruments, other securities or assets, or some combination of these investments. The portfolio of the fund consists of the combined holdings it owns. Each share represents an investor's proportionate ownership of the fund's holdings and the income those holdings generate. The price that investors pay for mutual fund shares is the fund's per share net asset value (NAV) plus any shareholder fees that the fund imposes at the time of purchase.

The benefits of investing through mutual funds include:

#### *Professionally Managed*

Mutual funds are professionally managed by investment advisers who research, select, and monitor the performance of the securities the fund purchases.

### *Diversification*

Mutual funds typically have the benefit of diversification, which is an investing strategy that generally sums up as “Don’t put all your eggs in one basket.” Spreading investments across a wide range of companies and industry sectors can help lower the risk if a company or sector fails. Some investors find it easier to achieve diversification through ownership of mutual funds rather than through ownership of individual stocks or bonds.

### *Liquidity*

Generally, mutual fund investors can readily redeem their shares at the current net asset value (NAV), less any fees and charges assessed on redemption. Less frequently, some mutual funds have the option to redeem shares using the underlying stocks in the fund’s portfolio or may delay redemption for a defined period.

Mutual funds also have features that some investors might view as disadvantages:

### *Costs Despite Negative Returns*

Mutual funds pay operating and other expenses from fund assets regardless of how the fund performs, which are indirectly charged to all holders of the mutual fund shares. Depending on the timing of their investment, investors may also have to pay taxes on any capital gains distribution they receive. This includes instances where the fund went on to perform poorly after purchasing shares.

### *Lack of Control*

Investors typically cannot ascertain the exact make-up of a fund’s portfolio at any given time, nor can they directly influence which securities the fund manager buys and sells or the timing of those trades.

### *Price Uncertainty*

With an individual stock, investors can obtain real-time (or close to real-time) pricing information with relative ease by checking financial websites or by calling a broker or investment adviser. Investors can also monitor how a stock’s price changes from hour to hour, or even second to second. By contrast, with a mutual fund, the price at which an investor purchases or redeems shares will typically depend on the fund’s NAV, which the fund might not calculate until many hours after the investor placed the order. In general, mutual funds must calculate their NAV at least once every business day, typically after the major U.S. exchanges close.

### *Tax Consequences of Mutual Funds*

When investors buy and hold an individual stock or bond, the investor must pay income tax each year on the dividends or interest the investor receives. However, the investor will not have to pay any capital gains tax until the investor actually sells and makes a profit. Mutual funds are different. When an investor buys and holds mutual fund shares, the investor will owe income tax on any ordinary dividends in the year the investor receives or reinvests them. Moreover, in addition to owing taxes on any personal capital gains when the investor sells shares, the investor may have to pay taxes each year on the fund’s capital gains. That is because the law requires mutual funds to distribute capital gains to shareholders if they sell securities for a profit that cannot be offset by a loss.

### *Exchange-Traded Funds (ETFs)*

An ETF is a type of security (usually, an open-end fund or unit investment trust) containing a basket of stocks, fixed income instruments, and/or commodities. Typically, the objective of an ETF is to achieve returns similar to a particular market index, including sector indexes. An ETF is similar to an index fund in that it will primarily invest in securities of companies that are included in a selected

market. Unlike traditional mutual funds, which can only be redeemed at the end of a trading day, ETFs trade throughout the day on an exchange. Like mutual funds, the prices of the underlying securities and the overall market generally affect ETF prices. Similarly, factors affecting a particular industry segment generally affect ETF prices that track that particular sector.

### *351 Exchanges*

Section 351 of the Internal Revenue Code permits investors to transfer highly appreciated stock to a corporation in exchange for shares of that corporation, allowing them to defer paying capital gains taxes on the appreciated value of the stock until they sell the newly received shares. When we deem it to be suitable for a client based on their individual circumstances, BetterWealth, in close consultation with the client, will recommend a 351 exchange.

Clients should review each fund's prospectus and statement of additional information to understand the types of investments, structure, and other important information before entering into a Section 351 transaction. The ADV 2A and other applicable disclosures for the manager to the fund should also be reviewed for additional information including but not limited to conflicts of interest and potential or actual liquidity-related concerns.

### *Options*

Under very limited circumstances, and only in close consultation with the client, BetterWealth may utilize option strategies as an investment strategy. Options trading may be conducted directly, pursuant to the discretionary authority clients grant us, or indirectly through one or more sub-advisors that we recommend. Clients should read the option disclosure document, "Characteristics and Risks of Standardized Options," which can be obtained from any exchange on which options are traded, by calling 1-888-OPTIONS, or by contacting BetterWealth.

An option is the right but not the obligation to either buy or sell a specified amount or value of a particular underlying interest at a fixed exercise price by exercising the option before its specified expiration date. An option that gives a right to buy is a call option. An option that gives a right to sell is a put option. Calls and puts are distinct types of options and the buying or selling of one type does not involve the other.

Options can involve certain costs and risk such as liquidity, interest rate, market, credit, and the risk that a position could not be closed when most favorable. Selling covered call options may place a limit on upside gains, while selling put options may result in the purchase of a security at a price higher than the current market price.

### *Covered Calls*

Accounts utilizing covered calls will attempt to hedge risk and increase return by the sale of covered calls against the positions in the account. An investor should consider that the risk level in these accounts is somewhat reduced by the sale of the calls, but the upside potential of the account is also limited by the sale of the calls. These accounts will bear the risks of the utilized investment strategy, as described above, but the risk will be somewhat modified by the sale of the covered calls.

### *Uncovered Options*

When writing (selling) naked calls, the risk is unlimited, since there is theoretically no limit to the rise in price that could be achieved by the underlying stock. The risk in the naked put is slightly different from that of the naked call in that the investor could lose the most if the stock went to zero. That is still a significant risk when compared to the potential reward. BetterWealth does not participate in uncovered ("naked") options trading on behalf of clients.

### *Cash and Cash Equivalents*

Our firm generally invests client cash balances in money market funds, cash sweeps, FDIC Insured Certificates of Deposit, high-grade commercial paper and/or government backed debt instruments. Ultimately, our firm seeks positive returns on client cash balances through what we deem to be relatively low-risk conservative investments. In most cases, at least a partial cash balance will be maintained in a money market account so that our firm may debit advisory fees for our Wealth Management services, as applicable.

### *Financial Planning Risk*

The financial planning tools BetterWealth uses to create financial plans for clients rely on various assumptions, such as estimates of inflation, risk, economic conditions, and rates of return on security asset classes. Return assumptions generally reflect asset class returns instead of actual investment returns, and do not always include fees or expenses that clients would pay if they invested in some specific products.

Financial planning software is only a tool used to help guide BetterWealth and the client in developing an appropriate plan, and we cannot guarantee that clients will achieve the results shown in the plan. Results will vary based on the information provided by the client regarding the client's assets, risk tolerance, and personal information. Changes to the program's underlying assumptions or differences in actual personal, economic, or market outcomes will generally impact client results.

Clients should carefully consider the assumptions and limitations of the financial planning software and should discuss the results of the plan with us before making any changes to their investments or financial plan. If the financial plan includes recommendations for investing in securities, you should understand that investing in securities involves risk of loss, and you should be prepared to bear that risk.

### *Other Risks*

#### *Cybersecurity*

Information and technology systems can be vulnerable to damage or interruption from computer viruses, network failures, computer and telecommunication failures, infiltrations by unauthorized persons and security breaches, usage errors by its professionals, power outages and catastrophic events such as fires, tornadoes, floods, hurricanes, and earthquakes. Although we have implemented various measures to manage risks relating to these types of events, if these systems are compromised, or become inoperable for extended periods of time, or cease to function properly, we may have to make a significant investment to fix or replace them. The failure of these systems can cause significant interruptions in our operations and result in a failure to maintain the security, confidentiality or privacy of sensitive data, including personal information relating to clients. Such a failure could potentially harm our reputation, subject us to legal claims, and otherwise have an adverse impact on our ability to perform advisory functions.

#### *Pandemics and Other Public Health Crises*

Pandemics and other health crises, such as the outbreak of an infectious disease such as severe acute respiratory syndrome, avian flu, H1N1/09 flu and COVID-19 or any other serious public health concern, together with any resulting restrictions on travel or quarantines imposed, could have a negative impact on the economy, and business activity in any of the areas in which client investments may be located. Such disruption, or the fear of such disruption, could have a significant and adverse impact on the securities markets, lead to increased short-term market volatility or

a significant market downturn, and can have adverse long-term effects on world economies and markets generally.

### **Item 9: Disciplinary Information**

Our firm and personnel seek to maintain the highest level of business professionalism, integrity, and ethics. There are no legal or disciplinary events that are material to the evaluation of our advisory business or the integrity of our management.

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

#### **Certified Public Accountant (CPA)**

In his sole and separate capacity, Jesse Lownsbury maintains a Certified Public Accountant (CPA) license; however, Mr. Lownsbury does not actively practice this activity and does not provide accounting advice or tax preparation services.

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

As a fiduciary, it is an investment adviser's responsibility to provide fair and full disclosure of all material facts and to always act solely in the best interest of each of our clients. Our fiduciary duty is the underlying principle for our firm's Code of Ethics, which includes procedures for personal securities transactions and insider trading. Our firm requires all representatives to conduct business with the highest level of ethical standards and to always comply with all federal and state securities laws. Upon employment with our firm, and with each amended version thereafter, all representatives of our firm will acknowledge receipt, understanding and compliance with our firm's Code of Ethics. Our firm and representatives must conduct business in an honest, ethical, and fair manner and avoid all circumstances that might negatively affect or appear to affect our duty of complete loyalty to all clients. This disclosure is provided to give all clients a summary of our Code of Ethics. If a client or a potential client wishes to review our Code of Ethics in its entirety, a copy will be provided promptly upon request.

Our firm recognizes that the personal investment transactions of our representatives demand the application of a Code of Ethics with high standards and requires that all such transactions be carried out in a way that does not endanger the interest of any client. At the same time, our firm also believes that if investment goals are similar for clients and for our representatives, it is logical, and even desirable, that there be common ownership of some securities.

In order to prevent conflicts of interest, our firm has established procedures for transactions affected by our representatives for their personal accounts<sup>1</sup>. To monitor compliance with our personal trading

<sup>1</sup> For purposes of the policy, our associate's personal account generally includes any account (a) in the name of our associate, his/her spouse, his/her minor children or other dependents residing in the same household, (b) for which our associate is a trustee or executor, or (c) which our associate controls, including our client accounts which our associate controls and/or a member of his/her household has a direct or indirect beneficial interest in.

policy, our firm has pre-clearance requirements and a quarterly securities transaction reporting system for all our representatives.

Related persons of our firm may buy or sell securities and other investments that are also recommended to clients. To minimize this conflict of interest, our related persons will place client interests ahead of their own interests and adhere to our firm's Code of Ethics.

Likewise, related persons of our firm buy or sell securities for themselves at or about the same time they buy or sell the same securities for client accounts. To minimize this conflict of interest, our related persons will place client interests ahead of their own interests and adhere to our firm's Code of Ethics. Further, our related persons will refrain from buying or selling the same securities prior to buying or selling for our clients in the same day unless included in a block trade.

## Item 12: Brokerage Practices

### *The Custodian and Brokers We Use*

BetterWealth does not maintain custody of your assets that we manage, although we may be deemed to have custody of your assets if you give us authority to withdraw assets from your account (see Item 15—Custody, below). Your assets must be maintained in an account at a “qualified custodian,” generally a broker-dealer or bank. We require that our clients use Charles Schwab & Co., Inc. (Schwab), a registered broker-dealer, member SIPC, as the qualified custodian.

We are independently owned and operated and are not affiliated with Schwab. Schwab will hold your assets in a brokerage account and buy and sell securities when we instruct them to. We do not open the account for you, although we may assist you in doing so. Not all advisors require their clients to use a particular broker-dealer or other custodian selected by the advisor. While we require that you use Schwab as custodian/broker, you will decide whether to do so and will open your account with Schwab by entering into an account agreement directly with them. Conflicts of interest associated with this arrangement are described below as well as in Item 14 (Client Referrals and Other Compensation). You should consider these conflicts of interest when selecting your custodian.

### *How We Select Brokers/Custodians*

We seek to use a custodian/broker that will hold your assets and execute transactions. When considering whether the terms that Schwab provides are, overall, most advantageous to you when compared with other available providers and their services, we consider a wide range of factors, including:

- Combination of transaction execution services and asset custody services (generally without a separate fee for custody)
- Capability to execute, clear, and settle trades (buy and sell securities for your account)
- Capability to facilitate transfers and payments to and from accounts (wire transfers, check requests, bill payment, etc.)
- Breadth of available investment products (stocks, bonds, mutual funds, exchange-traded 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 the prices
- Reputation, financial strength, security, and stability
- Availability of other products and services that benefit us, as discussed below (see “Products and services available to us from Schwab”)

### *Your Brokerage and Trading Costs*

For our clients’ accounts that Schwab maintains, Schwab generally does not charge you separately for custody services but is compensated by charging you commissions or other fees on trades that it executes or that settle into your Schwab account. Certain trades (for example, many mutual funds, and U.S. exchange-listed equities and ETFs) may not incur Schwab commissions or transaction fees. Schwab is also compensated by earning interest on the uninvested cash in your account in Schwab’s Cash Features Program.

We are not required to select the broker or dealer that charges the lowest transaction cost, even if that broker provides execution quality comparable to other brokers or dealers. Although we are not required to execute all trade through Schwab, we have determined that having Schwab execute most trades is consistent with our duty to seek “best execution” of your trades. Best execution means the most favorable terms for a transaction based on all relevant factors, including those listed above (see “How we select brokers/custodians”). By using another broker or dealer you may pay lower transaction costs.

### *Products and Services Available to Us from Schwab*

Schwab Advisor Services™ is Schwab’s business serving independent investment advisory firms like ours. They provide us and our clients with access to their institutional brokerage services (trading, custody, reporting, and related services), many of which are not typically available to Schwab retail customers. However, certain retail investors may be able to get institutional brokerage services from Schwab without going through our firm. 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 at no charge to us. Following is a more detailed description of Schwab’s support services:

#### *Services that Benefit You*

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 this paragraph generally benefit you and your account.

#### *Services that Do Not Directly Benefit You*

Schwab also makes available to us other products and services that benefit us but do not directly benefit you or your account. These products and services assist us in managing and administering our clients’ accounts and operating our firm. They include investment research, both Schwab’s own and that of third parties. We use this research to service all or a 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:

- Provide access to client account data (such as duplicate trade confirmations and account statements)
- Facilitate trade execution and allocate aggregated trade orders for multiple client accounts

- Provide pricing and other market data
- Facilitate payment of our fees from our clients' accounts
- Assist with back-office functions, record keeping, and client reporting

### *Services that Generally Benefit Only Us*

Schwab also offers other services intended to help us manage and further develop our business enterprise. These services include:

- Educational conferences and events
- Consulting on technology and business needs
- Publications and conferences on practice management and business succession
- Access to employee benefits providers, human capital consultants, and insurance providers
- Marketing consulting and support

Schwab provides some of these services itself. In other cases, it will arrange for third-party vendors to provide the services to us. Schwab also discounts or waives its fees for some of these services or pays all or a part of a third party's fees. Schwab also provides us with other benefits, such as occasional business entertainment of our personnel. If you did not maintain your account with Schwab, we would be required to pay for these services from our own resources.

### *Our interest in Schwab's services*

The availability of these services from Schwab benefits us because we do not have to produce or purchase them. We don't have to pay for Schwab's services. [These services are not contingent upon us committing any specific amount of business to Schwab in trading commissions or assets in custody.] The fact that we receive these benefits from Schwab is an incentive for us to[recommend/request/require] the use of Schwab rather than making such decision based exclusively on your interest in receiving the best value in custody services and the most favorable execution of your transactions. This is a conflict of interest. [In some cases, the services that Schwab pays for are provided by an affiliate of ours or by another party that has some pecuniary, financial, or other interests in us (or in which we have such an interest). This creates an additional conflict of interest.] We believe, however, that taken in the aggregate, our [selection/ recommendation] of Schwab as custodian and broker is in the best interests of our clients. Our selection is primarily supported by the scope, quality, and price of Schwab's services (see "How we select brokers/custodians") and not Schwab's services that benefit only us.

### **Directed Brokerage**

---

BetterWealth will not allow clients to direct us to use a specific broker-dealer to execute transactions. Clients must use the broker-dealer that BetterWealth recommends. Not all investment advisers require their clients to trade through specific brokerage firms. Since we require most of our clients to maintain their accounts with Schwab, it is also important for clients to consider and compare the significant differences between having assets custodied at another broker-dealer, bank, or other custodian prior to opening an account with us. Some of these differences include but are not limited to; total account costs, trading freedom, transaction fees/commission rates, and security and technology services. By requiring clients to use Schwab, BetterWealth believes we may be able to more effectively manage the client's portfolio, achieve favorable execution of client transactions, and overall lower the costs to the portfolio.

Clients with 401(k) or 529 Plan accounts that we agree to manage are not required to use Schwab and may appoint a custodian of their choosing.

### Special Considerations for ERISA Clients

A retirement or ERISA plan client may direct all or part of portfolio transactions for its account through a specific broker or dealer in order to obtain goods or services on behalf of the plan. Such direction is permitted provided that the goods and services provided are reasonable expenses of the plan incurred in the ordinary course of its business for which it otherwise would be obligated and empowered to pay. ERISA prohibits directed brokerage arrangements when the goods or services purchased are not for the exclusive benefit of the plan. Consequently, our firm will request that plan sponsors who direct plan brokerage provide us with a letter documenting that this arrangement will be for the exclusive benefit of the plan.

### **Aggregation of Purchase or Sale**

---

#### Exchange-Traded Funds (ETFs)

BetterWealth aggregates transactions in ETFs if we believe that aggregation is consistent with the duty to seek best execution for our clients and is consistent with the disclosures made to clients and terms defined in the client investment advisory agreement. No advisory client will be favored over any other client, and each account that participates in an aggregated order will participate at the average share price for all transactions in that security on a given business day. Aggregating trades in like securities among client accounts as well as with accounts of BetterWealth and our personnel presents a potential conflict of interest as it could create an incentive to allocate more favorable executions to our own accounts or the accounts of our personnel. Our policies to address this conflict are as follows:

1. We disclose our aggregation policies in this brochure;
2. We will not aggregate transactions unless we believe that aggregation is consistent with our duty to seek best execution (which includes the duty to seek best price) for our clients. The trade also needs to be consistent with the terms of our investment advisory agreement with each client that has an account included in the aggregation;
3. We will not favor any account over any other account. This includes accounts of BetterWealth or any of our personnel. Each account in the aggregated order will participate at the average share price for all of our transactions in a given security on a given business day (per custodian). All accounts will pay their individual transaction costs;
4. Before entering an aggregated order, we will prepare a written statement (the "Allocation Statement") specifying the participating accounts and how we intend to allocate the order among those accounts;
5. If the aggregated order is filled entirely, we will allocate shares among clients according to the Allocation Statement; if the order is partially filled, we will allocate it pro-rata according to the Allocation Statement.

6. Notwithstanding the foregoing, the order may be allocated on a basis different from that specified in the Allocation Statement if all client accounts receive fair and equitable treatment and the reasons for different allocation is explained in writing and is approved by the CCO;
7. If an aggregated order is partially filled and allocated on a basis different from that specified in the Allocation Statement, no account that is benefited by such different allocation may effect any purchase or sale, for a reasonable period following the execution of the aggregated order, that would result in it receiving or selling more shares than the amount of shares it would have received or sold had the aggregated order been completely filled;
8. Our books and records will separately reflect each aggregated order and the securities held by, bought, and sold for each client account;
9. Funds and securities of clients participating in an aggregated order will be deposited with one or more qualified custodians. Clients' cash and securities will not be held collectively any longer than is necessary to settle the trade on a delivery versus payment basis. Following settlement, cash or securities held collectively for clients will be delivered out to the qualified custodian as soon as practical;
10. We do not receive additional compensation or remuneration of any kind as a result of aggregating orders; and
11. We will provide individual investment advice and treatment to each client's account.

### Mutual Funds

Mutual funds are priced once daily. As the daily price is the same for each investor, we have no opportunity to obtain better pricing through aggregating. Additionally, the broker-dealer/custodians charge each account an individual transaction fee regardless of whether we aggregate or not, so we are unable to lower trading costs through aggregation.

## Item 13: Review of Accounts

### **Account Reviews**

---

#### Wealth Management

Our financial advisors manage portfolios on a continuous basis and generally review accounts on at least a quarterly basis, with underlying investments reviewed on a more frequent basis. The nature of these reviews is to learn whether client accounts are in line with their investment objectives, appropriately positioned based on market conditions, and investment policies as applicable. In some circumstances, we may also review client accounts more frequently than described above. Among the factors which may trigger an off-cycle review are major market or economic events, the client's life events, requests by the client, etc.

### Retirement Plans

Legacy Retirement Plan Services clients receive reviews of their retirement plans for the duration of the service. Our firm also continues providing ongoing services where clients are met upon their request to discuss updates to their plans, changes in their circumstances, etc.

### **Account Reporting**

---

#### Wealth Management

The client's independent custodian sends statements at least quarterly showing the market values for each security included in the assets and all account disbursements, including the amount of the advisory fees paid to our firm. Our firm does not provide written reports to clients unless asked to do so. Verbal reports to clients take place on at least an annual basis when our Wealth Management clients are contacted.

#### Retirement Plans

Legacy Retirement Plan clients do not receive written or verbal updated reports regarding their plans unless they choose to engage our firm for ongoing Wealth Management Services.

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

### **Client Referrals and Other Compensation**

---

#### Schwab Support Products and Services

We receive an economic benefit from Schwab in the form of the support products and services it makes available to us and other independent investment advisors whose clients maintain their accounts at Schwab. We benefit from the products and services provided because the cost of these services would otherwise be borne directly by us, and this creates a conflict. You should consider these conflicts of interest when selecting a custodian. These products and services, how they benefit us, and the related conflicts of interest are described above (see Item 12—Brokerage Practices).

#### Solicitors

Our firm does not pay referral fees to independent promoters/solicitors for the referral of clients to our firm in accordance with Rule 206(4)-1 of the Investment Advisers Act of 1940.

#### Outside Referrals

Our firm may refer clients to various third parties to provide certain services in an effort to assist clients with meeting their goals. Our firm does not accept compensation from third parties for client referrals. Likewise, our firm may receive referrals of new clients from third-party professionals. Consequently, a potential conflict of interest exists with any indirect economic benefit from this practice, as the relationships are mutually beneficial. For example, there could be an incentive for us to recommend services of firms who refer clients to us.

## Item 15: Custody

### Deduction of Advisory Fees

---

While our firm does not maintain physical custody of client assets (which are maintained by a qualified custodian, as discussed above), we have limited custody of our clients' funds or securities when authorized to deduct our management fees directly from the clients' accounts. A qualified custodian (generally a broker-dealer, bank, trust company, or other financial institution) holds clients' funds and securities. We are also deemed to have custody of certain client assets if given the authority to withdraw assets from client accounts, as further described below under "Third Party Money Movement."

All our clients receive account statements directly from their qualified custodian(s) at least quarterly upon opening of an account. We urge our clients to carefully review these statements. Additionally, if our firm decides to send its own account statements to clients, such statements will include a legend that recommends the client compare the account statements received from the qualified custodian with those received from our firm. Clients are encouraged to raise any questions with us about the custody, safety or security of their assets and our custodial recommendations.

### Third Party Money Movement

---

On February 21, 2017, the SEC issued a no-action letter ("Letter") with respect to Rule 206(4)-2 ("Custody Rule") under the Investment Advisers Act of 1940 ("Advisers Act"). The letter provided guidance on the Custody Rule as well as clarified that an adviser who has the power to disburse client funds to a third party under a standing letter of instruction ("SLOA") is deemed to have custody. As such, our firm has adopted the following safeguards in conjunction with Schwab:

- The client provides an instruction to the qualified custodian, in writing, that includes the client's signature, the third party's name, and either the third party's address or the third party's account number at a custodian to which the transfer should be directed.
- The client authorizes the investment adviser, in writing, either on the qualified custodian's form or separately, to direct transfers to the third party either on a specified schedule or from time to time.
- The client's qualified custodian performs appropriate verification of the instruction, such as a signature review or other method to verify the client's authorization and provides a transfer of funds notice to the client promptly after each transfer.
- The client has the ability to terminate or change the instruction to the client's qualified custodian.
- The investment adviser has no authority or ability to designate or change the identity of the third party, the address, or any other information about the third party contained in the client's instruction.
- The investment adviser maintains records showing that the third party is not a related party of the investment adviser or located at the same address as the investment adviser.
- The client's qualified custodian sends the client, in writing, an initial notice confirming the instruction and an annual notice reconfirming the instruction.

## Item 16: Investment Discretion

### **Discretionary Management**

---

Clients who wish to utilize our Wealth Management services must provide our firm with investment discretion on their behalf, pursuant to an executed investment advisory client agreement. By granting investment discretion, our firm is authorized to execute securities transactions, determine which securities are bought and sold, and the total amount to be bought and sold. Limitations may be imposed by the client in the form of specific constraints on any of these areas of discretion with our firm's written acknowledgement.

### **Non-Discretionary Management**

---

On a legacy basis, BetterWealth assists some Retirement Plan Services clients in making decisions about the selection, retention, removal, and addition of plan investment options to be made available under the plan. The Plan client retains and exercises final decision-making authority and responsibility for the implementation (or rejection) of our recommendations and advice.

## Item 17: Voting Client Securities

### **Proxy Voting**

---

Our firm does not accept the proxy authority to vote client securities. Clients will receive proxies or other solicitations directly from their custodian or a transfer agent. If proxies are sent to our firm, our firm will forward them to the appropriate client and ask the party who sent them to mail them directly to the client in the future. Clients may call, write, or email us to discuss questions they may have about particular proxy votes or other solicitations.

#### ERISA

For accounts subject to ERISA, an authorized plan fiduciary other than BetterWealth will retain proxy voting authority. Our investment advisory agreement and/or the plan's written documents will evidence and outline this authority.

#### Mutual Funds

The investment adviser that manages the assets of a registered investment company (i.e., mutual fund) generally votes proxies issued on securities held by the mutual fund.

### **Class Actions**

---

BetterWealth utilizes a third-party service provider to provide class action litigation monitoring and securities claim filing services. For a contingency fee, the provider secures class action claims, monitors each client's claim, collects the applicable trade history, interprets the terms of each settlement, files the appropriate claim form, interacts with the administrators, and distributes awards on the client's behalf. When applicable, clients that subsequently terminate management services must contact the third-party class action service provider directly to receive settlement payments for positions held while under our management.

## Item 18: Financial Information

Our firm is not required to provide financial information in this Brochure because:

- Our firm does not require the prepayment of more than \$1,200 in fees when services cannot be rendered within 6 months;
- Our firm does not take custody of client funds or securities;
- Our firm does not have a financial condition or commitment that impairs our ability to meet contractual and fiduciary obligations to clients; and
- Our firm has never been the subject of a bankruptcy proceeding.



**Item 1: Cover Page**  
**Form ADV, Part 2B Brochure Supplements**  
**October 1, 2025**



**Scott Stauffer, CFP®**  
(CRD # 4488351)

**Andrew Howard, CFP®**  
(CRD # 4752191)

**Jesse Lownsbury, CPA, CFP®**  
(CRD # 7395603)

**Jodee Lownsbury, CFP®**  
(CRD # 6228330)

**Suzanne Cox**  
(CRD # 2318241)

**BetterWealth LLC**  
**1475 Saratoga Avenue, Suite 200**  
**San Jose, California 95129**  
**(866) 659-2522**

This brochure supplement provides information about Scott Stauffer, Andrew Howard, Jesse Lownsbury, Jodee Lownsbury, and Suzanne Cox that supplements the BetterWealth LLC brochure. You should have already received a copy of that brochure. Please contact us at the number on the front page of this brochure if you did not receive our brochure or if you have any questions about the contents of this supplement. Additional information about the above named individuals is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Description of Professional Designations Used in this Brochure Supplement\*

### <sup>1</sup>*CERTIFIED FINANCIAL PLANNER™*

Certain persons, as identified in this Supplement below, are certified for financial planning services in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board"). Therefore, they may refer to themselves as CERTIFIED FINANCIAL PLANNER™ professionals or CFP® professionals and may use these and CFP Board's other certification marks (the "CFP Board Certification Marks"). The CFP® certification is voluntary. No federal or state law or regulation requires financial planners to hold the CFP® certification. You may find more information about the CFP® certification at [www.CFP.net](http://www.CFP.net).

CFP® professionals have met CFP Board's high standards for education, examination, experience, and ethics. To become a CFP® professional, an individual must fulfill the following requirements:

- Education – Earn a bachelor's degree or higher from an accredited college or university and complete CFP Board-approved coursework at a college or university through a CFP Board Registered Program. The coursework covers the financial planning subject areas CFP Board has determined are necessary for the competent and professional delivery of financial planning services, as well as a comprehensive financial plan development capstone course. A candidate may satisfy some of the coursework requirement through other qualifying credentials. CFP Board implemented the bachelor's degree or higher requirement in 2007 and the financial planning development capstone course requirement in March 2012. Therefore, a CFP® professional who first became certified before those dates may not have earned a bachelor's or higher degree or completed a financial planning development capstone course.
- Examination – Pass the comprehensive CFP® Certification Examination. The examination is designed to assess an individual's ability to integrate and apply a broad base of financial planning knowledge in the context of real-life financial planning situations.
- Experience – Complete 6,000 hours of professional experience related to the personal financial planning process, or 4,000 hours of apprenticeship experience that meets additional requirements.
- Ethics – Satisfy the Fitness Standards for Candidates for CFP® Certification and Former CFP® Professionals Seeking Reinstatement and agree to be bound by CFP Board's Code of Ethics and Standards of Conduct ("Code and Standards"), which sets forth the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements to remain certified and maintain the right to continue to use the CFP Board Certification Marks:

- Ethics – Commit to complying with CFP Board's Code and Standards. This includes a commitment to CFP Board, as part of the certification, to act as a fiduciary, and therefore, act in the best interests of the client, at all times when providing financial advice and financial planning. CFP Board may sanction a CFP® professional who does not abide by this

commitment, but CFP Board does not guarantee a CFP® professional's services. A client who seeks a similar commitment should obtain a written engagement that includes a fiduciary obligation to the client.

- Continuing Education – Complete 30 hours of continuing education every two years to maintain competence, demonstrate specified levels of knowledge, skills, and abilities, and keep up with developments in financial planning. Two of the hours must address the Code and Standards.

## <sup>2</sup>*Certified Public Accountant (“CPA”)*

CPAs are licensed and regulated by their state boards of accountancy. While state laws and regulations vary, the education, experience and testing requirements for licensure as a CPA generally include minimum college education (typically 150 credit hours with at least a baccalaureate degree and a concentration in accounting), minimum experience levels (most states require at least one year of experience providing services that involve the use of accounting, attest, compilation, management advisory, financial advisory, tax or consulting skills, all of which must be achieved under the supervision of or verification by a CPA), and successful passage of the Uniform CPA Examination. In order to maintain a CPA license, states generally require the completion of 40 hours of continuing professional education (CPE) each year (or 80 hours over a two-year period or 120 hours over a three-year period). Additionally, all American Institute of Certified Public Accountants (AICPA) members are required to follow a rigorous *Code of Professional Conduct* which requires that they act with integrity, objectivity, due care, competence, fully disclose any conflicts of interest (and obtain client consent if a conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services.

In addition to the *Code of Professional Conduct*, AICPA members who provide personal financial planning services are required to follow the *Statement on Standards in Personal Financial Planning Services* (the Statement). Most state boards of accountancy define financial planning as the practice of public accounting and therefore have jurisdiction over CPAs practicing in this discipline; state boards would likely look to the Statement as the authoritative guidance in this practice area regardless of specific or blanket adoption of AICPA standards.

Note: (BetterWealth is not an accounting firm and does not hold itself out as an accounting firm, and is not a licensee of the California Board of Accountancy)

## W. Scott Stauffer

---

CRD # 4488351

### Item 2: Educational Background & Business Experience

Scott Stauffer, b. 1963

#### Educational Background:

- 2001: University of California, Davis; Master of Business Administration
- 1986: Grinnell College; Bachelor of Arts

#### Business Background:

- 05/2015 – Present BetterWealth, LLC; Principal
- 10/2012 – 05/2015 Wealth Design, LLC; Managing Partner
- 11/2012 – 05/2015 Comprehensive Asset Management and Servicing, Inc.;  
Registered Representative
- 09/2006 – 10/2012 Edward Jones; Investment Adviser Representative
- 02/2002 – 10/2012 Edward Jones; Registered Representative

#### Exams, Licenses & Other Professional Designations:

- <sup>1</sup>CERTIFIED FINANCIAL PLANNER™, CFP®
- 09/2006: Series 65 Exam
- 02/2002: Series 7 & Series 63 Exams (Inactive)

### Item 3: Disciplinary Information

There are no legal or disciplinary events material to the evaluation of Mr. Stauffer.

### Item 4: Other Business Activities

Mr. Stauffer does not have any outside business activities to report.

### Item 5: Additional Compensation

Mr. Stauffer does not receive any other economic benefit for providing advisory services in addition to advisory fees.

### Item 6: Supervision

Sue Cox, Chief Compliance Officer of BetterWealth, LLC, supervises and monitors Mr. Stauffer's activities on a regular basis to ensure compliance with our firm's Code of Ethics. Please contact Ms. Cox if you have any questions about Mr. Stauffer's brochure supplement at (408) 659-2390.

## **Andrew Howard**

---

**CRD # 4752191**

### **Item 2: Educational Background & Business Experience**

**Andrew Howard, b. 1979**

#### **Educational Background:**

- 2001: California Polytechnic State University; Bachelor of Arts in Business Administration; Concentration in Finance with a minor in Economics

#### **Business Background:**

- 07/2017 – Present BetterWealth, LLC; Principal
- 07/2007 – 07/2017 Edward Jones; Investment Adviser Representative
- 03/2004 – 07/2017 Edward Jones; Registered Representative

#### **Exams, Licenses & Other Professional Designations:**

- <sup>1</sup>CERTIFIED FINANCIAL PLANNER™, CFP®
- 07/2007: Series 66 Exam
- 03/2004: Series 7 & Series 63 Exams (Inactive)

### **Item 3: Disciplinary Information**

There are no legal or disciplinary events material to the evaluation of Mr. Howard.

### **Item 4: Other Business Activities**

Mr. Howard does not have any other business activities to disclose.

### **Item 5: Additional Compensation**

Mr. Howard does not receive any other economic benefit for providing advisory services in addition to advisory fees.

### **Item 6: Supervision**

Sue Cox, Chief Compliance Officer of BetterWealth, LLC, supervises and monitors Mr. Howard's activities on a regular basis to ensure compliance with our firm's Code of Ethics. Please contact Ms. Cox if you have any questions about Mr. Howard's brochure supplement at (408) 659-2390.

## **Jesse O. Lownsbury**

---

**CRD # 7395603**

### **Item 2: Educational Background & Business Experience**

**Jesse O. Lownsbury, b. 1990**

#### **Educational Background:**

- 2013: California State University, Fresno; Bachelor of Arts in Business Administration

#### **Business Background:**

- 07/2025 – Present BetterWealth, LLC; Principal
- 03/2025 – 06/2025 Modern Wealth Management, LLC; Lead Advisor
- 11/2020 – 03/2025 Wade Financial Advisory, Inc.; Associate Advisor
- 09/2019 – 09/2020 Nelson Staffing; Accounting Consultant
- 05/2017 – 09/2019 Poly Inc.; Revenue Manager
- 09/2013 – 04/2017 PWC; Auditor

#### **Exams, Licenses & Other Professional Designations:**

- <sup>1</sup>CERTIFIED FINANCIAL PLANNER™, CFP®
- <sup>2</sup>Certified Public Accountant (CPA)

### **Item 3: Disciplinary Information**

There are no legal or disciplinary events material to the evaluation of Mr. Lownsbury.

### **Item 4: Other Business Activities**

Mr. Lownsbury does not have any outside business activities to report.

### **Item 5: Additional Compensation**

Mr. Lownsbury does not receive any other economic benefit for providing advisory services in addition to advisory fees.

### **Item 6: Supervision**

Sue Cox, Chief Compliance Officer of BetterWealth, LLC, supervises and monitors Mr. Lownsbury's activities on a regular basis to ensure compliance with our firm's Code of Ethics. Please contact Ms. Cox if you have any questions about Mr. Lownsbury's brochure supplement at (408) 659-2390.

## **Jodee D. Lownsbury**

---

**CRD # 6228330**

### **Item 2: Educational Background & Business Experience**

**Jodee D. Lownsbury, b. 1990**

**Educational Background:**

- 2013: California State University, Fresno; Bachelor of Arts in Business Administration

**Business Background:**

- 05/2015 – Present      BetterWealth, LLC; Director of Financial Planning
- 09/2014 – 04/2015      Wealth Design, LLC; Financial Planning Associate

**Exams, Licenses & Other Professional Designations:**

- <sup>1</sup>CERTIFIED FINANCIAL PLANNER™, CFP®

### **Item 3: Disciplinary Information**

There are no legal or disciplinary events material to the evaluation of Ms. Lownsbury.

### **Item 4: Other Business Activities**

Ms. Lownsbury does not have any outside business activities to report.

### **Item 5: Additional Compensation**

Ms. Lownsbury does not receive any other economic benefit for providing advisory services in addition to advisory fees.

### **Item 6: Supervision**

Sue Cox, Chief Compliance Officer of BetterWealth, LLC, supervises and monitors Ms. Lownsbury's activities on a regular basis to ensure compliance with our firm's Code of Ethics. Please contact Ms. Cox if you have any questions about Ms. Lownsbury's brochure supplement at (408) 659-2390.

## **Suzanne Cox**

---

**CRD # 2318241**

### **Item 2: Educational Background & Business Experience**

**Suzanne Cox**, b. 1966

#### **Educational Background:**

- 1991: University of California, Santa Cruz; Bachelor of Arts in Mathematics

#### **Business Background:**

- 01/2020 – Present      BetterWealth, LLC; Chief Compliance Officer
- 05/2015 – 12/2019      BetterWealth, LLC; Chief Operations Officer
- 08/2014 – 05/2015      Comprehensive Asset Management and Servicing, Inc.;  
Registered Representative

#### **Exams, Licenses & Other Professional Designations:**

- 12/2008: Series 66 Exam

#### **Previously Held Exams, Licenses & Other Professional Designations:**

- 10/2008: Series 31 Exam
- 03/2004: Series 9 Exam
- 02/2004: Series 10 Exam
- 06/1998: Series 24 Exam
- 09/1996: Series 7 Exam & Series 63 Exam
- 01/1993: Series 2 Exam

### **Item 3: Disciplinary Information**

There are no legal or disciplinary events material to the evaluation of Ms. Cox.

### **Item 4: Other Business Activities**

Ms. Cox does not have any outside business activities to report.

### **Item 5: Additional Compensation**

Ms. Cox does not receive any other economic benefit for providing advisory services in addition to advisory fees.

### **Item 6: Supervision**

W. Scott Stauffer is a principal of BetterWealth, LLC and as such supervises and monitors Ms. Cox's activities on a regular basis to ensure compliance with our firm's Code of Ethics. Please contact Mr. Stauffer if you have any questions about Ms. Cox's brochure supplement at (408) 659-2390.



## FACTS

### WHAT DOES BETTERWEALTH LLC ("BETTERWEALTH") DO WITH YOUR PERSONAL INFORMATION?

#### Why?

Financial companies choose how they share your personal information. Federal law gives consumers the right to limit some but not all sharing. Federal law also requires us to tell you how we collect, share, and protect your personal information. Please read this notice carefully to understand what we do.

#### What?

The types of personal information we collect and share depend on the product or service you have with us. This information can include:

- Social Security number and income
- account balances and transaction history
- assets and risk tolerance

When you are *no longer* our customer, we continue to share your information as described in this notice.

#### How?

All financial companies need to share customers' personal information to run their everyday business. In the section below, we list the reasons financial companies can share their customers' personal information; the reasons BetterWealth chooses to share; and whether you can limit this sharing.

Reasons we can share your personal information	Does BetterWealth share?	Can you limit this sharing?
<b>For our everyday business purposes -</b> as permitted by law	YES	NO
<b>For our marketing purposes -</b> to offer our products and services to you	NO	We Don't Share
<b>For joint marketing with other financial companies</b>	NO	We Don't Share
<b>For our affiliates' everyday business purposes -</b> information about your transactions and experiences	NO	We Don't Share
<b>For our affiliates' everyday business purposes -</b> information about your creditworthiness	NO	We Don't Share
<b>For nonaffiliates to market to you</b>	NO	We Don't Share

#### Questions?

Call (866) 659-2522 or go to [www.BetterWealth.us](http://www.BetterWealth.us)

## WHO WE ARE

Who is providing this notice?	BetterWealth LLC ("BetterWealth")
-------------------------------	-----------------------------------

## WHAT WE DO

How does BetterWealth protect my personal information?	To protect your personal information from unauthorized access and use, we use security measures that comply with federal law. These measures include computer safeguards and secured files and buildings.
--	---

How does BetterWealth collect my personal information?	<p>We collect your personal information, for example, when you</p> <ul style="list-style-type: none"><li>• seek advice about your investments</li><li>• enter into an investment advisory contract</li><li>• tell us about your investment or retirement portfolio</li><li>• tell us about your investment or retirement earnings</li><li>• give us your contact information</li></ul> <p>We also collect your personal information from other companies.</p>
--	---

Why can't I limit all sharing?	<p>Federal law gives you the right to limit only:</p> <ul style="list-style-type: none"><li>• sharing for affiliates' everyday business purposes - information about your creditworthiness</li><li>• affiliates from using your information to market to you</li><li>• sharing for nonaffiliates to market to you</li></ul> <p>State laws and individual companies may give you additional rights to limit sharing.</p>
--------------------------------	---

## DEFINITIONS

Affiliates	<p>Companies related by common ownership or control. They can be financial and nonfinancial companies.</p> <ul style="list-style-type: none"><li>• <i>BetterWealth has no affiliates</i></li></ul>
------------	--

Nonaffiliates	<p>Companies not related by common ownership or control. They can be financial and non-financial companies.</p> <ul style="list-style-type: none"><li>• <i>BetterWealth does not share with nonaffiliates so they can market to you.</i></li></ul>
---------------	--

Joint Marketing	<p>A formal agreement between nonaffiliated financial companies that together market financial products or services to you.</p> <ul style="list-style-type: none"><li>• <i>BetterWealth doesn't jointly market.</i></li></ul>
-----------------	---