

**Part 2A of Form ADV: Firm Brochure**

Form ADV, Part 2A, Item 1

**Cover Page**



**Archer Pointe Wealth Management, LLC**

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March 11, 2022

**FORM ADV PART 2  
FIRM BROCHURE**

**This brochure provides information about the qualifications and business practices of Archer Pointe Wealth Management, LLC. If you have any questions about the contents of this brochure, please contact us at (530) 280-7340. 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 Archer Pointe Wealth Management, LLC is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The searchable IARD/CRD number for Archer Pointe Wealth Management, LLC is 308777.**

**Archer Pointe Wealth Management, LLC is a Registered Investment Adviser. Registration with the United States Securities and Exchange Commission or any state securities authority does not imply a certain level of skill or training.**

## ***Material Changes***

### **Annual Update**

The Material Changes section of this brochure will be updated annually or when material changes occur since the previous release of the Firm Brochure. Each year, we will ensure that you receive a summary of any material changes to this and subsequent brochures by April 30th. We will further provide you with our most recent brochure at any time at your request, without charge. You may request a brochure by contacting us at (530) 280-7340.

### **Material Changes since the Last Update**

Archer Pointe Wealth Management, LLC was established as a new Registered Investment Advisor in May 2020 with the Securities and Exchange Commission (“SEC”), under the rules and regulations of the US Investment Advisers Act of 1940, as amended (the "Advisers Act"). The following material changes have occurred since the last annual filing on March 15, 2021:

- None.

**Table of Contents**

**Advisory Business..... 4**

**Fees and Compensation..... 8**

**Performance-Based Fees and Side-By-Side Management.....11**

**Types of Clients..... 11**

**Methods of Analysis, Investment Strategies, and Risk of Loss.....12**

**Disciplinary Information..... 15**

**Other Financial Industry Activities and Affiliations..... 15**

**Code of Ethics, Participation or Interest in Client Transactions and Personal Trading..... 16**

**Brokerage Practices.....17**

**Review of Accounts..... 17**

**Client Referrals and Other Compensation.....18**

**Custody..... 19**

**Investment Discretion..... 20**

**Voting Client Securities.....20**

**Financial Information..... 21**

**Requirements for State-Registered Advisers..... 21**

## ***Advisory Business***

### Firm Description

Archer Pointe Wealth Management, LLC (hereinafter called “Archer Pointe” or “firm”) was founded by Eugene Hsu, CFP®, CFS®, AIF® in 2020.

Archer Pointe is a Registered Investment Adviser with the SEC and subject to the rules and regulations of the US Advisers Act. Archer Pointe is incorporated under the laws of the State of California with offices in Davis and Sacramento, California. Archer Pointe and its associated personnel may register or meet certain exemptions to register and other jurisdictions where advisory business is conducted.

Archer Pointe provides investment advisory and other financial services through its Investment Advisory Representatives ("IAR") to accounts opened with Archer Pointe.

Archer Pointe provides personalized confidential financial planning, investment management, and wealth management services to individuals, couples, families, high net worth individuals, trusts, estates, and retirement plans.

Advice is provided through consultations with the client(s) and may include: determination of financial goals and objectives, identification of financial problems, cash flow management, debt management, tax planning, insurance review, investment review, investment allocation, investment selection, investment management, education planning, retirement planning, estate planning, stock options and RSU planning and consultations with the client’s other advisors.

As a fee-only financial firm, we do not sell annuities, insurance, stocks, bonds, mutual funds, limited partnerships, or other commissioned products. Eugene Hsu does hold a Life and Health insurance license issued by the California Department of Insurance as required by the State for providing insurance advice as part of the financial planning service.

Archer Pointe is not affiliated with entities that sell financial products or securities to the clients of the firm. No commissions, referral fees or finder’s fees are accepted associated with any of our clients.

An initial “get acquainted meeting” is offered and is considered an exploratory or discovery interview to determine the extent to which financial planning, investment management or wealth management may be beneficial to the client. At the conclusion of this meeting the client will be provided a written fee quote for the initial services the client wishes to receive.

Other professionals (e.g., lawyers, accountants, insurance agents, etc.) may be introduced to the client but are engaged directly by the client on an as-needed basis. Conflicts of interest will be disclosed to the client in the unlikely event they may arise.

## **Types of Advisory Service**

Archer Pointe furnishes several types of services:

- Financial Planning
- Investment Management
- Wealth Management (ongoing Financial Planning and Investment Management)
- Retirement Plan Fiduciary Services
- As needed Hourly Advice

### Type and Value of Assets Currently Managed

As of February 28, 2022, Archer Pointe managed approximately the following:

Discretionary Assets Under Management: \$105,835,785.00

Non-Discretionary Assets Under Management: \$20,301,370.00

Total Assets Under Management: \$126,137,155

## **Tailored Relationships**

The services and type of relationship are determined by the client and are based on the client's needs and desires. Clients may impose restrictions on investing in certain securities or types of securities.

## **Types of Agreements**

The following types of services define the typical client relationships.

### **1. Financial Planning**

A financial plan is designed based on the needs and services requested by the client to help the client reach their financial and life goals and are agreed to prior to the onset of the agreement.

At the inception of the financial planning process, we will establish the client's goals and objectives, and collect relevant data. We will review and analyze the financial information based on the client's circumstances. Once such information has been reviewed and analyzed, written reports will be produced and presented that are designed to achieve the client's financial goals and objectives. The primary purpose of this process is to assist the client in developing a strategy for the successful management of income, assets and liabilities and meeting the client's short and long-term goals and objectives.

The resulting report may incorporate recommendations on a number of topics such as: cash flow, assets and liabilities, asset allocation, insurance analysis, education planning, retirement planning, estate planning, tax implications, asset protection, charitable giving, annuity review and stock options or RSU strategies.

Financial plans are based on the client's financial situation at the onset of the planning process and on the financial information disclosed to us by the client. Certain assumptions will be made in the planning process with respect to a number of factors that may include future interest rates,

inflation rates, tax rates and the use of past trends and performance of the markets and the economy.

Past performance is not an indication of future performance. We cannot guarantee that the client's financial goals and objectives will be met if the financial plan recommendations are implemented.

As the client's financial situation, goals, objectives, or needs change, the client should update their plan if it is to remain effective. On-going financial planning is provided within our Wealth Management services. Clients that engaged our Financial Planning services or Investment Management services may have their financial plans updated only when the client requests additional planning services in the future.

Specific investment recommendations can be provided in the plan, as one-time advice and will be provided on an hourly basis but are included with our Investment Management and Wealth Management services outlined below.

Help implementing the plan recommendations is not typically part of the financial plan but is made available at the discretion of the client. Investment implementation is part of the Investment Management or Wealth Management services.

The fee for a financial plan can be either a fixed fee, strictly by the hour or an estimate within a fee range. With the estimated fee or the by the hour options, the fee is based on the actual time spent and billed in 10-minute increments at \$60 to \$300 an hour, depending on the staff providing the service. The final fee for the estimated fee range will not exceed the upper end of the quote. In the event that the client's situation is substantially different than disclosed at the initial meeting, a revised fee will be provided for mutual agreement. The client must approve the change of scope in advance of the additional work being performed when a fee increase is necessary.

After delivery of the written and/or electronic financial plan, a follow up meeting and or phone call or emails is provided within one month to address any client questions and then the engagement is complete.

A client who engaged our services (other than Wealth Management) may request additional service in the future at the conclusion of the Financial Planning. Those services and the resulting face-to-face meetings, phone calls or emails will be billed on the hourly rates or predetermined flat project fee in effect at that time. Follow-up investment implementation work is available and is billed separately by the hour.

## **2. Investment Management**

Some clients engage us to help manage their investments on an ongoing basis after they have completed their financial plan. The Investment Management service could include some or all of the following depending on the client:

- Opening new accounts
- Transferring assets

- Account aggregation services
- Buying and selling investments
- Monitoring investments and the client's asset allocation
- Rebalance periodically based on the client's Investment Policy Statement and tax considerations
- Recommendations provided on held away assets (401k, 403b, etc.)
- Periodic reporting to the client on the portfolio and the investments utilization of investments that are not available on a retail platform.

We provide investment advice to each client tailored to meet the client's needs and investment objectives as outlined in the written agreement. We will utilize information gathered in the financial planning process at the inception of the relationship such as the client's investment objectives, risk tolerance, risk capacity and other relevant information, as well as providing an investment policy statement for their portfolio.

Based upon the client's Investment Policy Statement, we will recommend an initial portfolio of securities, which will be customized for the client's situation. We may also invest client's assets according one or more model portfolios developed by our firm.

For Investment Management clients we will monitor the portfolio's asset allocation on a periodic basis, review the specific investments in the portfolio to be sure they continue to be appropriate for the client and will place trades and rebalance the portfolio as required by changes in market conditions and in the clients' financial circumstances.

For the client to participate in our discretionary Investment Management we require new clients to grant our firm discretionary authority to manage the client's account. Discretionary authorization will allow our firm to determine the specific securities, and the amount of securities, to be purchased or sold for their account without the client's approval prior to each transaction.

### **3. Wealth Management**

Many clients engage our services to have ongoing advice on their financial plan and new financial issues that arise (Financial Planning services) in addition to having ongoing Investment advice as described above in addition to Investment Management (Investment Management services). In addition, this service level provides continuous monitoring of the client's portfolio, coordination of planning with client's other advisors including estate planning attorney, insurance professional and accountant, quarterly performance reporting, and unlimited meetings, phone calls and emails regarding any subject that impacts the client's wealth and financial well-being.

For either Investment Management or Wealth Management clients, assets are invested primarily in no-load mutual funds and exchange-traded funds. Fund companies charge each shareholder a fee (fund expense ratio) that is disclosed in the fund prospectus. Discount brokerages may charge a transaction fee for the purchase or sale of some funds and/or have annual account fees and other fees.

We may allocate (and/or recommend that the client allocate) a portion of a client's investment assets among unaffiliated independent investment managers in accordance with the client's designated investment objectives. In such situations, the Independent Manager[s] shall have day-to-day responsibility for the active discretionary management of the allocated assets. We shall continue to render investment advisory services to the client relative to the ongoing monitoring and review of asset allocation and client investment objectives. Factors that we shall consider in recommending Independent Manager[s] include the client's designated investment objectives, management style, performance, reputation, financial strength, reporting, pricing, and research.

We do not offer Initial Public Offerings (IPOs).

We do not receive any compensation, in any form, from fund or investment companies, custodians, or broker dealers.

#### **4. Retirement Plan Fiduciary Services**

We provide retirement plan fiduciary services to Defined Benefit and Defined Contribution retirement plans. The services may include an Investment Policy Statement (IPS) for the plan, investment selection and monitoring as well as investment replacement if an investment option no longer meets the provisions of the IPS and other services as agreed to ahead of time.

#### **5. Hourly Planning Engagements**

We may provide hourly financial advice, investment implementation services, investment reporting services, or other services for clients who are better served by an hourly approach for engagements that are limited in scope.

#### **Workshop Presentations**

Appropriately trained and registered associated personnel of Archer Pointe may provide educational workshops on a periodic basis for the general public or specific groups on topics related to personal finance, investing, retirement planning, etc. These workshops or presentations are educational in nature and do not involve the sale of an investment or insurance product. Such information presented cannot be based on any one person's needs nor does the personnel of Archer Pointe Wealth Management provide individual advice to attendees during such sessions.

Form ADV, Part 2A, Item 5

### ***Fees and Compensation***

The firm's fees can be (1) hourly charges, (2) fixed project fees, (3) retainer agreement fees or (4) a combination of the above 3 options.

- A. Hourly planning and advising rates are between \$60 and \$300 per hour, in 10-minute increments, depending on which staff is doing the work.

- B. Financial plan fees are impacted by the degree of complexity associated with the client's situation, the services requested and are agreed to at the onset of the engagement. Typically, the financial plan fee is between \$2,000 and \$5,000 but can be more or less depending on the client's situation and is mutually agreed to at the onset of this service.
- C. The Investment Management retainer is mutually agreed to at the onset of this service. The flat fee is typically based on the complexity of the client's situation, number of accounts, amount of assets, allocation complexity, and the expected time required during the year. There is a minimum annual retainer fee of \$2,000 at the discretion of the firm. The annual fee is paid quarterly in advance (25% per quarter). Material changes in a client's situation may result in a change in the fee. Throughout the relationship, it is anticipated that Archer Pointe will periodically review the fixed-fee for each client and update it to remain commensurate with factors such as, the client's financial situation, level of investable assets, and estimated time involved. The client will be notified of any fee changes in writing, and if the result is a fee increase it must be acknowledged by the client in writing before taking effect.

Archer Pointe will deduct the fees directly from the client's investment account through the qualified custodian holding the client's funds and securities only after the client has given our firm written authorization permitting the fees to be paid directly from the accounts or the client may elect to pay the fee directly. Further, the qualified custodian will deliver an account statement to the client at least quarterly. These account statements will show all disbursements from the clients account. Clients should review all statements for accuracy. If mutually agreed upon, we may invoice the client directly for the payment of our fee.

- D. The Wealth Management annual retainer is mutually agreed to at the onset of this service. The flat fee is individually determined for each client's specific circumstances. The dollar amount is based on a number of factors including: the complexity of the client's financial situation, income, net worth, and the particular services we will provide to address the client's unique financial situation. This fee is designed to cover a wide range of current and projected financial needs. There is a minimum annual retainer fee of \$5,000 at the discretion of the firm. Current client relationships may exist where the services and fees are different than the retainer stated above. The annual fee is paid quarterly in advance (25% per quarter). Throughout the relationship, it is anticipated that the Archer Pointe will periodically review the fixed-fee for each client and update it to remain commensurate with factors such as, the client's financial situation, level of investable assets, and estimated time involved. The client will be notified of any fee changes in writing, and if the result is a fee increase it must be acknowledged by the client in writing before taking effect.

Archer Pointe will deduct the fees directly from the client's investment account through the qualified custodian holding the client's funds and securities only after the client has given our firm written authorization permitting the fees to be paid directly from the accounts or the client can elect to pay the fee directly. Further, the qualified custodian will deliver an account statement to the client at least quarterly. These account statements will show all disbursements from the clients account. Clients should review

all statements for accuracy. If mutually agreed upon, we may invoice the client directly for the payment of our fee.

- E. Retirement Plan Services are billed on an hourly or flat fee basis depending on the services requested and agreed to by the client prior to the onset of the services.

### **Fee Billing**

Hourly fees may be billed at the end of the month or when the planning is completed. Fees for financial plans may be billed \$500 in advance as a deposit, with the balance due upon delivery of the financial plan. There will never be an instance where \$1,200 or more is required or solicited, 6 or more months in advance.

Investment Management and Wealth Management clients' retainer fees are typically billed quarterly, in advance. The client must give written permission in advance to direct debiting of their investment account(s). Fee information is available on the Quarterly statements provided by the custodian (Shareholders Service Group or TD Ameritrade Institutional).

In all instances, the client bears responsibility for verifying the accuracy of our fees in their invoice/statement. The custodian cannot determine whether the fee is the calculated since there is no fee calculation.

Archer Pointe strives to offer fees that are fair and reasonable in light of the experience of the firm and the services to be rendered. Similar services may be made available from other providers, and potentially at lower or higher rates.

### **Other Fees**

As part of our investment advisory services, we may invest, or recommend that the client invest, in mutual funds and Exchange Traded Funds ("ETFs"). The fees that the client pays to our firm for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds or ETFs (described in each fund's prospectus) to their shareholders. These fees will generally include a management fee and other fund expenses. We do not share in any portion of these fees.

A client may also incur transaction charges and/or brokerage fees when purchasing or selling securities. The broker-dealer or custodian through whom the client's account transactions are executed typically imposes these charges and fees. We do not share in any portion of the brokerage fees/transaction charges imposed by the broker-dealer or custodian.

To fully understand the total cost the client will incur, the client should review all the fees charged by mutual funds, ETFs, our firm, and others.

Please refer to Item 12 "Brokerage Practices" of this brochure for additional information.

## **Expense Ratios**

Mutual funds and ETF's generally charge a management fee for their services as investment managers and is called an "expense ratio". For example, an expense ratio of 0.05 means that the mutual fund company charges 0.5% for their services and other costs. These fees are in addition to the fees paid by the client to the firm. Archer Pointe does not share any portion of such fees. Additionally, for any mutual funds purchased, the client may pay their proportionate share of the funds' distribution, internal management, investment advisory and administrative fees. Such fees are not shared with Archer Pointe and are compensation to the fund manager. Performance figures quoted by mutual fund companies in various publications are after the expense ratios have been deducted. Clients are urged to read the mutual fund prospectus prior to investing.

## **Past Due Accounts and Termination of Agreement**

We reserve the right to stop work on any account that is more than 10 days overdue. In addition, we reserve the right to terminate any financial planning engagement where a client has willfully concealed or has refused to provide pertinent information about financial situations when necessary and appropriate, in Archer Pointe's judgment, to providing proper financial advice. Any unused portion of fees collected in advance will be refunded within 10 days.

Form ADV, Part 2A, Item 6

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

Archer Pointe Wealth Management, LLC does not charge performance-based fees or participate in side-by-side management. Side-by-side management refers to the practice of managing accounts that are charged performance-based fees while at the same time managing accounts that are not charged performance-based fees. Performance-based fees are fees that are based on a share of capital gains or appreciation of the assets of a client. Our fees are calculated as described in Fees and Compensation section above and are not charged on the basis of performance of your advisory account.

Form ADV, Part 2A, Item 7

### ***Types of Clients***

Archer Pointe works with successful working or retired individuals, couples, families, retirement plans, trusts, estates, corporations or business entities. Client ages range from the 20s to the 90s. Clients net worth range from a negative amount to multimillions of dollars. Client income varies to that of a student's to more than a million a year. Client relationships vary in scope. There is no account minimum for hourly financial planning clients. There is no minimum account size for Investment Management or Wealth Management clients but there are minimum retainer fees. Due to the retainer amount, in relation to the investment amounts, Investment Management services may not be well suited to those clients with less than \$200,000 of investments. Wealth Management services may not be well suited to those with less than

\$500,000 of investments. We have the discretion to waive the fee minimum. Other exceptions to the minimums may apply to employees of the firm and their relatives, or relatives of existing clients.

Form ADV, Part 2A, Item 8

### ***Methods of Analysis, Investment Strategies, and Risk of Loss***

Archer Pointe's methods of analysis and investment strategies incorporate the client's needs and investment objectives, time horizon, and risk tolerance. Archer Pointe is not bound to a specific investment strategy for the management of investment portfolios, but rather consider the risk tolerance levels pre-determined gathered at the account opening, as well as on an on-going basis. Examples of methodologies that our investment strategies may incorporate include:

**Asset Allocation** – Asset Allocation is a broad term used to define the process of selecting a mix of asset classes and the efficient allocation of capital to those assets by matching rates of return to a specified and quantifiable tolerance for risk.

**Dollar-Cost Averaging** – Dollar-cost averaging is the technique of buying a fixed dollar amount of securities at regularly scheduled intervals, regardless of the price per share. This will gradually, over time, decrease the average share price of the security. Dollar-cost averaging lessens the risk of investing a large amount in a single investment at the wrong time.

**Technical Analysis** – involves studying past price patterns and trends in the financial markets to predict the direction of both the overall market and specific stocks.

**Long-Term Purchases** – securities purchased with the expectation that the value of those securities will grow over a relatively long period of time, generally greater than one year.

Rather than trying to analyze and select individual securities for inclusion in client portfolios, we spend the majority of our time analyzing and studying the optimal allocation of a client's investment portfolio among the various asset classes. Assets classes considered include, but are not limited to, US equities, international equities, emerging market equities, real estate, US bonds, Foreign bonds, and cash. We include those asset classes in a client's portfolio that we believe, when combined, will offer the highest probability of a client achieving his or her goals at an appropriate risk level for that client.

We evaluate a wide variety of both current and historical performance, macro-economic trends, and valuation data of the various asset classes to set the portfolio policy as well as to adjust the policy over time. Adjustments to the portfolio policy include overweighting, under weighting or in some circumstances avoiding a particular asset class based on our analysis of the potential risk reward profile.

In most instances, when executing a strategy for investing in a specific investment class, we employ a passive strategy believing that a client is best served by a low-cost, low income tax impact investment strategy. When we believe a manager can bring either additional return or added risk control to the return of an asset class, we will assess the managers which meet a set of

quantitative criteria, including risk-adjusted returns in comparison with peer managers, low-cost structure, sensitivity to income tax impact when executing the strategy, and longevity of the manager executing the strategy, among other factors.

We adhere to the following basic asset management tenets when managing a client's portfolio:

- Diversify extensively across multiple asset classes for optimal risk-adjusted returns.
- Base the majority of recommendations on secular or long-term asset class fundamentals.
- Occasionally take advantage of short-term valuation divergences or unusual opportunities in the markets.
- Execute and follow written investment policy guidelines.
- Seek opportunities to globalize the portfolio holdings across all asset classes.
- Employ low-cost investment products when possible as a strategy for increasing returns.
- Manage the portfolio in a tax efficient manner.
- Rebalance the portfolio methodically within the investment policy asset allocation targets.
- Manage clients' decision-making behaviors for more successful portfolio outcomes.

Our investment strategies and advice may vary depending upon each client's specific financial situation. As such, we determine investments and allocations based upon the client's predefined objectives, risk tolerance, time horizon, financial horizon, financial information, liquidity needs, and other various suitability factors. The client's restrictions and guidelines may affect the composition of the client's portfolio.

Our strategies and investments may have unique and significant tax implications. Regardless of your account size or other factors, we strongly recommend that you continuously consult with a tax professional prior to and throughout the investing of your assets.

Investing in securities involves risk of loss that clients should be prepared to bear. Although Archer Pointe manages your portfolio with strategies and in a manner consistent with your risk tolerances, there can be no guarantee that our efforts will be successful. You should be prepared to bear the risk of loss, including (among other things) loss of principal, a reduction in earnings (including interest, dividends, and other distributions), and the loss of future earnings. These risks include market risk, interest rate risk, issuer risk, and general economic risk. Regardless of the methods of analysis or strategies suggested for your particular investment goals, you should carefully consider these risks, as they all bear risks.

Archer Pointe's primary goal for investing is to help the client maintain purchasing power over the long term. This may result in short term variability and loss of principal. Time horizon and risk tolerance are key determinates of the proper asset allocation. Archer Pointe's approach focuses on taking appropriate risks for which clients are compensated (i.e. market risk) and seeking to limit or eliminate risks that do not provide compensation over the long term (i.e. individual stock risk or lack of portfolio risk).

Below are some more specific risks of investing:

**Market Risk.** The prices of securities in which clients invest may decline in response to certain events taking place around the world, including those directly involving the companies whose

securities are owned by the client or an underlying fund; conditions affecting the general economy; overall market changes; local, regional or global political, social or economic instability; and currency, interest rate and commodity price fluctuations. Investors should have a long-term perspective and be able to tolerate potentially sharp declines in market value.

**Management Risk.** Archer Pointe's investment approach may fail to produce the intended results. If our perception of the performance of a specific asset class or underlying fund is not realized in the expected time frame, the overall performance of client's portfolio may suffer.

**Equity Risk.** Equity securities tend to be more volatile than other investment choices. The value of an individual mutual fund or ETF can be more volatile than the market as a whole. This volatility affects the value of the client's overall portfolio. Small- and mid-cap companies are subject to additional risks. Smaller companies may experience greater volatility, higher failure rates, more limited markets, product lines, financial resources, and less management experience than larger companies. Smaller companies may also have a lower trading volume, which may disproportionately affect their market price, tending to make them fall more in response to selling pressure than is the case with larger companies.

**Fixed Income Risk.** The issuer of a fixed income security may not be able to make interest and principal payments when due. Generally, the lower the credit rating of a security, the greater the risk that the issuer will default on its obligation. If a rating agency gives a debt security a lower rating, the value of the debt security will decline because investors will demand a higher rate of return. As nominal interest rates rise, the value of fixed income securities is likely to decrease. A nominal interest rate is the sum of a real interest rate and an expected inflation rate.

**Municipal Securities Risk.** The value of municipal obligations can fluctuate over time, and may be affected by adverse political, legislative and tax changes, as well as by financial developments that affect the municipal issuers. Because many municipal obligations are issued to finance similar projects by municipalities (e.g., housing, healthcare, water and sewer projects, etc.), conditions in the sector related to the project can affect the overall municipal market. Payment of municipal obligations may depend on an issuer's general unrestricted revenues, revenue generated by a specific project, the operator of the project, or government appropriation or aid. There is a greater risk if investors can look only to the revenue generated by the project. In addition, municipal bonds generally are traded in the "over-the-counter" market among dealers and other large institutional investors. From time to time, liquidity in the municipal bond market (the ability to buy and sell bonds readily) may be reduced in response to overall economic conditions and credit tightening.

**Investment Companies Risk.** When a client invests in open end mutual funds or ETFs, the client indirectly bears its proportionate share of any fees and expenses payable directly by those funds. Therefore, the client will incur higher expenses, many of which may be duplicative. In addition, the client's overall portfolio may be affected by losses of an underlying fund and the level of risk arising from the investment practices of an underlying fund (such as the use of derivatives). ETFs are also subject to the following risks: (i) an ETF's shares may trade at a market price that is above or below their net asset value; (ii) the ETF may employ an investment strategy that utilizes high leverage ratios; or (iii) trading of an ETF's shares may be halted if the listing exchange's officials deem such action appropriate, the shares are de-listed from the

exchange, or the activation of market-wide “circuit breakers” (which are tied to large decreases in stock prices) halts stock trading generally. Archer Pointe has no control over the risks taken by the underlying funds.

**Inflation Risk.** When any type of inflation is present, a dollar today will not buy as much as a dollar next year because purchasing power is eroding at the rate of inflation.

**Currency Risk.** Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment’s originating country. This is also referred to as exchange rate risk.

**Reinvestment Risk.** This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.

Form ADV, Part 2A, Item 9

### ***Disciplinary Information***

Archer Pointe Wealth Management, LLC or its Principal Executive Officers have not had any reportable disclosable events in the past ten years.

Form ADV, Part 2A, Item 10

### ***Other Financial Industry Activities and Affiliations***

Eugene Hsu, owner of Archer Pointe, is not currently registered with any broker dealer.

Neither Archer Pointe nor its representatives are registered as a Futures Commission Merchant, Commodity Pool Operator, or a Commodity Trading Advisor.

Neither Archer Pointe nor its representatives have any other outside business activities.

Upon a client’s request and when appropriate to do so, Archer Pointe may provide referrals to various professionals, such as a tax preparer, insurance agent or attorney. We do not have an agreement with or receive fees from these professionals for these informal referrals. Any fees charged by these other entities for their services are completely separate from advisory fees charged by our advisory firm.

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

Archer Pointe's Code of Ethics includes guidelines for professional standards of conduct for our Associated Persons. Our goal is to protect client interests at all times and to demonstrate our commitment to fiduciary duties of honesty, good faith, and fair dealing. All of Archer Pointe's Associated Persons are expected to strictly adhere to these guidelines. Persons associated with Archer Pointe Wealth Management, LLC are also required to report any violations to the Code of Ethics. Additionally, the firm maintains and enforces written policies reasonably designed to prevent the misuse or dissemination of material, non-public information about our clients or client accounts by persons associated with our firm.

Archer Pointe adheres to the fiduciary oath of the National Association of Personal Financial Advisors (NAPFA) which is as follows:

- The Advisor shall exercise his/her best efforts to act in good faith and in the best interest of the client.
- The Advisor shall provide written disclosure to the client prior to the engagement of the advisor, and thereafter throughout the term of the engagement, of any conflicts of interest, which will reasonably compromise the impartiality or independence of the advisor.
- The Advisor, or any part in which the advisor has a financial interest, does not receive any compensation or other remuneration that is contingent on any client's purchase or sale of a financial product.
- The Advisor does not receive any fee or other compensation from another professional to whom the client was referred.

Associates of the firm who are CERTIFIED FINANCIAL PLANNERS® practitioners who are associated with our firm, adhere to the Certified Financial Planner Board of Standards, Inc.'s Code of Ethics.

Neither Archer Pointe, employees nor any related person are authorized to recommend to a client or affect a transaction for a client involving any security in which the firm or related person has a material financial interest, such as in the capacity as an underwriter advisor to the issue etc.

The Chief Compliance Officer of Archer Pointe Wealth Management is Eugene Hsu. The firm does not trade for its own account, however its associates and any of related persons may buy or sell securities similar to those recommended to the client for their accounts. The firm may also make recommendations or take action with respect to investments for the clients that may differ in nature or timing from recommendations made to or actions taken for other clients or employees. At no time will Archer Pointe or any related party receive preferential treatment over its clients.

The firm recognizes that should it act as an advisor to the sponsor of a ERISA qualified retirement plan and one of its investment advisor representatives serves in an advisory capacity

to one or more of the plans participants, potential or implied conflict of interest may occur, which will be disclosed to the plan sponsor and participant.

Archer Pointe's Code of Ethics is available to you upon request. You may obtain a copy of our Code of Ethics by contacting Eugene Hsu at (530) 280-7340.

Form ADV, Part 2A, Item 12

### ***Brokerage Practices***

Archer Pointe does not have any affiliation with investment product sales firms. Specific custodian recommendations are made to clients based on their need for such services. We recommend custodians based on their integrity and financial responsibility of the firm and the best execution of orders at reasonable commission rates. We recommend discount brokerage firms and trust companies (qualified custodians), such as TD Ameritrade Institutional and Shareholders Service Group (SSG). Archer Pointe is not affiliated with any brokerage firm. These brokers do not supervise the advisor, its agents, or its activities.

The firm does not receive fees or commissions from any of these companies.

Archer Pointe does not receive client referrals from broker-dealers in exchange for cash or other compensation, such as brokerage services or research.

Archer Pointe does not have any formal soft dollar arrangements.

When Archer Pointe buys or sells the same security for two or more clients (including our personal accounts), we may place concurrent orders to be executed together as a single "block" in order to facilitate orderly and efficient execution. Each client account will be charged or credited with the average price per unit. We receive no additional compensation or remuneration of any kind because we aggregate client transactions. No client is favored over any other client. If an order is not completely filled, it is allocated pro-rata based on an allocation statement prepared by Archer Pointe prior to placing the order. Because of an order's aggregation, some clients may pay higher transaction costs, or greater spreads, or receive less favorable net prices on transactions than would otherwise be the case if the order had not been aggregated.

Form ADV, Part 2A, Item 13

### ***Review of Accounts***

Client accounts are reviewed at least quarterly by Eugene Hsu, Principal Executive Officer of the firm. Eugene Hsu reviews clients' accounts with regards to their investment policies and risk tolerance levels. All accounts at Archer Pointe are assigned to this reviewer.

All financial planning accounts are reviewed upon financial plan creation and plan delivery by Eugene Hsu, Principal Executive Officer of the firm. There is only one level of review and that is the total review conducted to create the financial plan.

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

Each client will receive at least quarterly a written report that details the clients' account which may come from the custodian.

Clients are provided a one-time financial plan concerning their financial situation. After the presentation of the plan, there are no further reports. Clients may request additional plans or reports for a fee.

Form ADV, Part 2A, Item 14

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

Archer Pointe does not compensate any individual or firm for client referrals. In addition, Archer Pointe does not receive compensation for referring clients to other professional service providers.

Investment Advisor Representatives (IARs) of the firm may hold individual membership or serve on boards or committees of professional industry associations such as NAPFA, the Financial Planning Association (FPA), or the Certified Financial Planner Board of Standards, Inc. Generally, participation in any of these entities require membership fees to be paid, adherence to ethical guidelines, as well as in meeting experiential and educational requirements. Associates' information may be available on these organizations' websites for public view. These passive websites may provide a means for an interested person to reach an individual planner via listed contact information. Prospective clients locating the firm or an associated investment advisor representative via any of these venues are not actively marketed by these associations; nor do they pay more for their services than another client who may be referred in another fashion, such as a personal referral from another firm client.

As disclosed under Item 12, our firm participates in SSG and TD Ameritrade Institutional's institutional customer programs and we may recommend TD Ameritrade Institutional and/or SSG and its arrangement with Pershing to our clients for custody and brokerage services. There is no direct link between our participation in the program and the investment advice we give our clients, although our firm receives economic benefits through its participation in the program that are typically not available to "retail investors." These benefits include the following products and services (provided either without cost or at a discount):

- receipt of duplicate client statements and confirmations
- research related products and tools
- consulting services
- access to a trading desk serving our clients

- access to block trading (which provides our ability to aggregate securities transactions for execution and then allocate the appropriate shares to our client's accounts)
- the ability to have advisory fees deducted directly from our client's accounts per our written agreement
- access to an electronic communications network for client order entry and account information
- access to mutual funds with no "loads" or transaction fees, and to certain institutional money managers
- discounts on research, technology, and practice management products or services provided to our firm by third party vendor

SSG and TD Ameritrade Institutional may also pay for business consulting and professional services received by our firm. Some of the products and services made available by SSG and TD Ameritrade Institutional may benefit our firm but may not benefit client accounts. These products or services may assist us in managing and administering our client accounts, including accounts not maintained by SSG or TD Ameritrade Institutional. These other services made available by SSG and TD Ameritrade Institutional are intended to help our firm manage and further develop our business enterprise. The benefits received by our firm or its associates through participation in a program do not depend on the amount of brokerage transactions directed to SSG/Pershing or TD Ameritrade Institutional. As part of its fiduciary duty, we will endeavor at all times to put the interests of our clients first. Our clients should be aware, however, that the receipt of any economic benefit by our firm or its associates in and of itself creates a potential conflict of interest and may influence our choice of SSG/Pershing or TD Ameritrade Institutional for custody and brokerage services

Form ADV, Part 2A, Item 15

### ***Custody***

Archer Pointe does not have physical custody of any client funds and/or securities and does not take custody of client accounts at any time. Client funds and securities will be held with a bank, broker dealer, or other independent qualified custodian. However, by granting Archer Pointe written authorization to automatically deduct fees from client accounts, Archer Pointe is deemed to have limited custody. You will receive account statements from the independent, qualified custodian holding your funds at least quarterly. The account statement from your custodian will indicate the amount of advisory fees deducted from your account(s) each billing cycle. Clients should carefully review statements received from the custodian. Archer Pointe is not affiliated with the custodian. The custodian does not supervise Archer Pointe, its agents, or activities.

At no time will a firm employee be authorized to have knowledge of a client's account access information such as a client's 401(k), personal brokerage account or bank account, even for the accommodation of the client or their legal agent.

### **Performance Reports**

Clients are urged to review the account statements received directly from their custodians on a regular basis. The firm may provide periodic performance reports to Investment Management and Wealth Management clients or others requesting such service.

### **Net Worth Statements**

Clients may be provided net worth statements and net worth graphs. Net worth statements contain approximations of account balances provided by the client, as well as the value of land and hard-to-price real estate. The net worth statements are used for long-term financial planning where the exact values of assets are not material to the financial planning tasks.

### **Standing Letters of Authorization**

Some clients may execute limited powers of attorney or other standing letters of authorization that permit the firm to transfer money from their account with the client's independent qualified Custodian to third parties. This authorization to direct the Custodian may be deemed to cause our firm to exercise limited custody over your funds or securities and for regulatory reporting purposes, we are required to keep track of the number of clients and accounts for which we may have this ability. We do not have physical custody of any of your funds and/or securities. Your funds and securities will be held with a bank, broker-dealer, or other independent, qualified custodian. You will receive account statements from the independent, qualified custodian(s) holding your funds and securities at least quarterly. The account statements from your custodian(s) will indicate any transfers that may have taken place within your account(s) each billing period. You should carefully review account statements for accuracy.

Form ADV, Part 2A, Item 16

## ***Investment Discretion***

Before Archer Pointe can buy or sell securities on your behalf, you must first sign our discretionary management agreement, a limited power of attorney, and/or trading authorization forms. By choosing to do so, you may grant the firm discretion over the selection and amount of securities to be purchased or sold for your account(s) without obtaining your consent or approval prior to each transaction. Clients may impose limitations on discretionary authority for investing in certain securities or types of securities (such as a product type, specific companies, specific sectors, etc.), as well as other limitations as expressed by the client. Limitations on discretionary authority are required to be provided to the IAR in writing. Please refer to the "Advisory Business" section of this Brochure for more information on our discretionary management services.

Form ADV, Part 2A, Item 17

## ***Voting Client Securities***

We do not vote proxies on behalf of your advisory accounts. At your request, we may offer you advice regarding corporate actions and the exercise of your proxy voting rights. If you own

shares of common stock or mutual funds, you are responsible for exercising your right to vote as a shareholder.

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

Form ADV, Part 2A, Item 18

### ***Financial Information***

Archer Pointe is not required to provide financial information to our clients because we do not require or solicit the prepayment of more than \$1,200 six or more months in advance.

Form ADV, Part 2A, Item 19

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

This section is not applicable as Archer Pointe is SEC registered and not state registered.