

## **ITEM 1- Cover Sheet**



### **FORM ADV PART 2A, APPENDIX 1 WRAP FEE PROGRAM BROCHURE**

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March 31, 2025

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***This Form ADV Appendix 1 - Wrap Fee Program Brochure ("Program Brochure") provides information about the qualifications and business practices of Sound Financial Strategies Group, LLC. If you have any questions about the contents of this Brochure, please contact Joel Holden, Chief Compliance Officer, at (601)856-382 and/or [jholden@soundfsg.com](mailto:jholden@soundfsg.com). The information in this brochure has not been approved or verified by the U.S. Securities and Exchange Commission ("SEC") or by any state securities authority. Registration as an investment adviser does not imply a certain level of skill or training.***

***Additional information about the firm and its representatives is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)***

## **ITEM 2 - Material Changes**

This Brochure Supplement, dated March 31, 2025, updates the initial Form ADV Appendix 1 filing for Sound Financial Strategies Group, LLC, originally filed on December 17, 2024.

There have been no material changes since the last filing on December 17, 2024.

We will provide you with an updated brochure at least annually, as required, and based on any material changes. We will provide this brochure at any time without charge.

### **ITEM 3 - Table of Contents**

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## **ITEM 4 - Services, Fees, and Compensation**

Sound Financial Strategies Group, LLC is the sponsor of a Wrap Fee Program (the **"Program"**). This Program allows the client to pay a single fee that covers advisory services and trade execution.

### **A. Services**

Sound Financial Strategies Group, LLC (**"Sound," "Adviser," or "Firm"**) is engaged to provide investment management services to separately managed accounts. This Program Brochure is provided as a supplement to the Sound Form ADV Part 2A (**"Disclosure Brochure"**). This Program Brochure is provided along with the complete Disclosure Brochure to provide full details of the business practices and fees when selecting us as your investment adviser.

Under this Program Sound offers a single advisory fee for its investment advisory management services, where it includes applicable securities transaction fees (the **"Transaction Costs"**) related to the management of client accounts as part of the overall investment advisory fee.

The sole purpose of this Program Brochure is to provide additional disclosure relating to the combination of Transaction Costs into the single investment advisory fee.

**Brokerage Services.** In addition to the advisory services, the Program fee includes brokerage services from Charles Schwab & Co., Inc. (**"Schwab"**). Schwab is a broker dealer registered with the U.S. Securities and Exchange Commission (the **"SEC"**) and is a member of FINRA and SIPC.

Sound is independently owned and operated and not affiliated with Schwab. Schwab acts solely as a broker-dealer and not as an investment adviser to Sound client accounts. Schwab will not have discretion over client accounts and will act solely on instructions it receives from Sound or the client. Schwab does not have responsibility for Sound's services and undertakes no duty to the Firm's clients to monitor the Firm's management of client accounts or other services provided to clients. Schwab will hold client assets in a brokerage account in the name of the client, and will buy and sell securities, upon instruction from Sound, or from the client. Schwab handles the account opening process; Sound does not open the custodian or brokerage accounts on behalf of its clients.

### **B. Program Costs**

**Program Fees.** Clients pay fees based on a percentage of the assets managed by Sound. In some cases, the fees are negotiable, but generally are based on our standard fee schedule. The standard fee schedule is as follows:

Client Assets Managed		Annual Fee
The First	\$499,999.99	1.44%
The Next	\$499,999.99	1.38%
The Next	\$499,999.99	0.40%
Above	\$1,500,000	0.30%

**Fees Sound Pays to Schwab.** In addition to compensating Sound for advisory services, the wrap fee clients pay Sound Financial Strategies Group includes brokerage and execution services provided by Schwab.

Sound Financial Strategies Group pays Schwab applicable commissions and/or transaction fees to execute trades in wrap fee accounts. As a result, Sound has a financial incentive to limit orders for wrap fee accounts because certain types of trades increase costs to the Firm. As a result, an incentive exists to trade less frequently in a wrap fee program. However, as a fiduciary, Sound acts in the best interest of the client and will make trades that are appropriate and in line with client objectives regardless of any additional cost this may be to Sound.

Advisory services provided by Sound are offered in a structure whereby Transaction Costs are included in the overall investment advisory fee paid to Sound. The cost of the Program is the same for each client, unless a negotiated fee schedule is in place which is included in each client's advisory agreement.

As the level of trading in a client's account[s] may vary from year to year, the annual cost to the client may be more or less than engaging for advisory services where the transactions' costs are borne separately by the client. However, the client is not charged more if there is higher trading activity or if there is selection of more investments that bear transaction fees in client accounts. Therefore, the Program fee is not based directly on the number of transactions in the client account. Various factors influence the relative cost of the Program to the client, including the cost of investment advice, custody and brokerage services if purchased them separately, the types of investments held in the account, and the frequency, type and size of trades in the account. This Program is sponsored by the Firm, and Sound is the investment adviser to its clients. The fees covered under this Program are transaction fees associated with the purchase and sale of securities in an account managed by Sound that is custodied at Schwab. All client accounts managed by Sound, including Program clients, are managed with similar processes, although account recommendations may differ depending on the clients' objectives.

Please see **Item 5 – Fees and Compensation of the firm's Form ADV 2A** disclosure brochure for complete details on fees.

### **C. Other Fees**

#### Other Fees Charged to Client Accounts

Clients are advised that if securities transferred into the client's account are sold, there may be other types of transaction costs, or fees assessed at the mutual fund level (i.e., contingent deferred sales charge), and/or potential tax ramifications. While Sound will cover Transaction Costs charged by Schwab, there may be fees charged to the client account if the account is held by a custodian other than Schwab.

In addition to the Program fee, there are other costs and expenses imposed by investment companies other than the Adviser and may include, but may not be limited to, mutual fund and exchange-traded fund ("ETF") management fees and expenses which are described in each fund's prospectus, other brokerage fees paid to clear transactions, mark-ups/mark-downs on fixed income trades, annual fees paid for custodial services, spreads paid to market makers, fees for trades executed away from the custodian, wire transfer fees and other fees and taxes on brokerage accounts and securities

transactions. Sound does not control, nor share in these fees. Clients are encouraged to review all fees charged by funds, third parties and Sound, to fully understand the total fees to be paid. Please see **Item 5 – Fees and Compensation – Other Fees and Expenses of the firm’s Form ADV 2A**.

When a third-party manager is utilized, those fees will either be included in the Advisory Fee charged by the Adviser or billed to the client separately by the third-party manager.

#### **D. Compensation**

Sound is the sponsor and portfolio manager of this Program. Sound receives investment advisory fees paid by clients and pays the custodian for the costs associated with the normal trading activity in the client accounts if the accounts are custodied at Schwab. Neither Sound, nor Sound advisory personnel, receive additional compensation for recommending the Program to a client other than economic benefits in the form of the support products and services it makes available to us and other independent investment advisers whose clients maintain their accounts at Schwab. The Firm benefits from the products and services provided because the cost of these services would otherwise be borne directly by the Firm, and this creates a conflict. Clients should consider these conflicts of interest when selecting a custodian for their account.

### **ITEM 5 - Account Requirements and Types of Clients**

Sound provides advisory services primarily to high-net-worth individuals, small business owners, trusts, estates, charitable organizations and not-for-profit entities. The Firm also provides services to corporations, business entities and family foundations.

### **ITEM 6 - Portfolio Manager Selection and Evaluation**

The Adviser will, at times, utilize outside separate account managers to implement certain investment strategies and allocate client assets at its discretion to third-party managers. The third-party managers (the “**Managers**”) are investment advisers registered under the Investment Advisers Act of 1940, as amended and the arrangements are governed by a management agreement. Before entering into an arrangement with a Manager with respect to the clients to which Sound provides investment advisory services, Sound will conduct due diligence on the Manager as part of the selection process and will perform ongoing due diligence on the Manager. The Manager agreement will also require the Manager to perform services in accordance with the guidelines set forth in the client account documentation.

Because Sound typically values each client portfolio for purposes of fee billing and performance presentation, the Firm has established valuation policies and procedures. Generally, Sound will use information provided by the client’s custodian and/or independent pricing services as the Firm’s pricing sources for purposes of valuing client portfolios and for calculating performance. Publicly-traded securities, municipal bonds and other fixed income securities in client portfolios will generally be valued at the price of such securities as reported by exchanges, the client’s custodian or an independent pricing service. Third-parties may provide or assist in providing valuations. Proposed special methodologies shall be reviewed for reasonableness by the CCO or designees. In the review, the CCO will consider the information set forth in the advisory agreement with the client.

There are no third-party reviews of the Adviser's performance calculations. The CCO reviews account performance and follows its valuation procedures to ensure consistency of performance calculations.

Joel Holden, founder of the Firm is the only related person who acts as a Portfolio Manager in the Program. Please refer to **Items 4 (Advisory Business), 6 (Performance-Based Fees and Side-By-Side Management), 8 (Methods of Analysis, Investment Strategies and Risk of Loss) and 17 (Voting Client Securities) of Part 2A of the Adviser's Form ADV.**

## **ITEM 7 - Client Information Provided to Portfolio Managers**

The Adviser will, at times, utilize outside separate account managers to implement certain investment strategies and allocate client assets at its discretion to third-party managers and will share client information only necessary client information to manage the account and will provide relevant updates as needed such as change in client objectives or risk profile.

## **ITEM 8 - Client Contact with Portfolio Managers**

Sound maintains the relationship with its clients and is their point of contact regarding their account. Clients do not have contact with the third-party Managers.

## **ITEM 9 - Additional Information**

### **A. Disciplinary Information and Other Financial Industry Activities and Affiliations**

Please refer to **Items 9 and 10 of Adviser's Form ADV 2A.**

### **B. Code of Ethics, Participation or Interest in Client Transactions and Personal Trading, Review of Accounts, Client Referrals and Other Compensation and Financial Information**

Please refer to **Items 11, 13, 14 and 18 of Adviser's Form ADV 2A.**