

Astoria Strategic Wealth, Inc.  
FORM CRS – CUSTOMER RELATIONSHIP SUMMARY  
March 2022

**Item 1: Introduction**

Astoria Strategic Wealth, Inc. is registered with the Securities and Exchange Commission (SEC) as an investment adviser. Brokerage and investment advisory services and fees differ, and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](http://Investor.gov/CRS), which also provides educational materials about broker-dealers, investment adviser, and investing.

**Item 2: Relationships and Services: What Investment Services & Advice Can You Provide Me?**

We offer investment advisory services to retail investors as follows:

- We offer financial planning, wealth management and portfolio management services to retail investors.
- When you hire us for our Silver, Gold, or Platinum Financial Planning and Investment Management Service, we provide advice and recommendations regarding your investment goals and objectives, tax planning, risk management, retirement, education, cash flow and investment management, and ongoing financial reviews. These services include selecting, monitoring and rebalancing investments on an ongoing basis – pursuant to discretionary authority provided in writing – according to your objectives and requirements.
- When you engage us for the 18-25 Under Parents, Pro Bono, Silver, Gold, or Platinum services, you will sign an agreement that gives us discretionary authority to determine the investments to buy and sell in your account. You may impose reasonable restrictions on the management of your account, which must be both provided in writing and accepted by us.
- We do not require a minimum account size for new accounts; however, our Silver, Gold, and Platinum service levels all have a minimum planning fee.
- Our investment advice is not limited to proprietary products or to a limited menu of products or types of investments.

**Additional information.** For more information, please see our Form ADV, Part 2A (Items 4 and 7) at <https://adviserinfo.sec.gov/firm/summary/113510>

**Conversation Starters.** Ask your financial professional—

- **Given my financial situation, should I choose an investment advisory service? Why or why not?**
- **How will you choose investments to recommend to me?**
- **What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?**

**Item 3A: What Fees Will I Pay?**

We charge a fixed planning fee and a percentage fee based on the assets we manage for our Financial Planning and Investment Management Services. These fees are assessed quarterly, in arrears or quarterly in advance. The more assets your account has, the more you will pay in fees. This gives us an incentive to encourage you to increase the assets in your account. Please note our fixed planning fees are negotiable depending on how many services are provided and the complexity of your financial situation. Charging a fixed fee can create a conflict of interest, as the service provided by the advisor is not directly linked to the assets managed and the services provided to clients is variable. In addition to our fees, you will incur additional fees and costs imposed by third parties related to the investments in your account, such as custodian fees, account maintenance fees, transaction costs, wire transfer and electronic fund fees.

**Additional Information.** You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying. Please see Form ADV, Part 2A brochure (Items 5 of Part 2A) and other applicable documents. <https://adviserinfo.sec.gov/firm/summary/113510>



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**Conversation Starter.** Ask your financial professional—

- **Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?**

**Item 3B: What are your legal obligations to me when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?**

**When we act as your investment adviser,** we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here are some examples to help you understand what this means.

Our sole source of revenue is fees directly from clients, as we do not receive commissions or any referral fees. However, our custodian and some mutual fund companies provide us with certain services such as access to continuing education, research and business consulting, some of which benefit us directly rather than our clients. These benefits may create a conflict of interest with our clients because we could be using our custodian or specific mutual funds for our benefit rather than our clients. We continue to monitor both to ensure these parties best meet our clients' needs.

**Conversation Starter.** Ask your financial professional—

- **How might your conflicts of interest affect me, and how will you address them?**

**Additional information.** Please see Form ADV, Part 2A brochure for more detailed information about our conflicts of interest. <https://adviserinfo.sec.gov/firm/summary/113510>

**Item 3C: How do your professionals make money?**

Our professionals are paid a salary and may also receive a bonus based on the profitability of the firm and performance of their responsibilities. In addition, advisors are compensated for their role in securing new clients for the firm. This is a conflict of interest as it creates an incentive for our financial professionals to recommend our advisory services to you.

**Item 4: Do you or your financial professionals have legal or disciplinary history?**

No, please visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research our firm's financial professionals.

**Conversation Starter.** Ask your financial professional—

**As a financial professional, do you have any disciplinary history? For what type of conduct?**

**Item 5: Additional Information**

**For additional information about our services, please visit <https://www.astoriastrategicwealth.com/>**

If you would like additional, up-to-date information or a copy of this disclosure, please call (888) 321-7374 , email [info@astoriastrategicwealth.com](mailto:info@astoriastrategicwealth.com) or go to <https://adviserinfo.sec.gov/firm/summary/113510>

**Conversation Starter.** Ask your financial professional—

**Who is my primary contact person? Is he or she a representative of an investment-adviser or a broker-dealer? Who can I talk to if I have concerns about how this person is treating me?**



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**ASTORIA STRATEGIC WEALTH MARCH 2022 FORM CRS**  
**SUMMARY OF MATERIAL CHANGES**

**Item 2:**

- The first line bulleted text in Item 2 was amended to remove small businesses.
- The second line of bulleted text in Item 2 was amended in the following ways:
  - The term Financial Consulting Services was replaced with Financial Planning and Investment Management Service.
  - The levels of service discussed in this sentence were expanded to include our new Silver level of service.
  - A stipulation specifying the need for discretionary authority for ongoing management was added to this sentence.
- The third line of bulleted text in Item 2 was amended to include the 18-25 Under Parents, Pro Bono, and Silver levels of service.
- The fourth line of bulleted text in Item 2 was amended to specifically include the Silver, Gold, and Platinum Levels of Service.

**Item 3A:**

- The term Financial Consulting Services was replaced with Financial Planning and Investment Management Service.
- The second sentence in the paragraph was amended to read “These fees are assessed quarterly, in arrears or quarterly in advance.” This was amended to include the possibility of fees being billed quarterly in advance.
- The reference to the fixed planning fee starting at \$3,600 was removed. The fee may start lower now.

**Except as noted above, no additional material changes have been made to our Form CRS dated March 2022.**



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

**Astoria Strategic Wealth, Inc.**

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September 2022

This brochure provides information about the qualifications and business practices of Astoria Strategic Wealth, Inc. ("ASW"). If you have any questions about the contents of this brochure, please contact us at 512.215.4009, or [b.cox@astoriastategicwealth.com](mailto:b.cox@astoriastategicwealth.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority. ASW is registered with the Securities and Exchange Commission. Registration does not imply any special skills of training.

Additional information about ASW is available on the SEC's website at <https://adviserinfo.sec.gov/>

## Item 2 Material Changes

The firm has made the following material changes since its last annual amendment filed in March 2022:

1. As of September 21, 2022, ASW's Principal Office and Place of Business has moved from 4509 Saint Clair Ct., Flower Mound, TX 75022 to 11257 Triple Crown Way, Conroe, TX 77304
2. As of September 21, 2022, ASW no longer has custody of client accounts or login information for any accounts that are not custodied at our Broker Dealers (TD Ameritrade Institutional or Schwab Advisor Services)

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## Item 4 Advisory Business

ASW is a registered investment adviser with its principal place of business located in Texas. ASW, formerly known as Pauley Financial Services, Inc. began conducting business in 1996.

Listed below are the firm's principal shareholders (i.e., those individuals and/or entities controlling 25% or more of the company):

- Kimberly Victoria
- Brian A. Cox

**ASW offers the following services:**

### 1. FINANCIAL PLANNING AND INVESTMENT MANAGEMENT SERVICES (SILVER, GOLD, AND PLATINUM)

- ASW offers financial planning and investment management services designed to meet the specific needs of clients. Clients may select the level of service they need from the services offered below.
- Investment management services are provided on a discretionary and non-discretionary basis. Discretion is agreed upon at inception of the client relationship. For non-discretionary accounts, no transactions will be made without the client's prior approval.
- While the advisor can recommend various insurance products to the client, the advisor does not engage in the sale of insurance products nor does the advisor receive commissions from the sale of insurance products.

**Silver:** This service includes (all or part of this list depending on client needs and complexity):

- **Core services.** All clients receive the following core services:
  - **Information Gathering and Assimilation:** Advisor and client to exchange information regarding client goals, resources, liabilities, accounts, and risk tolerance. Advisor will assimilate data into a cohesive system for running projections, provide assistance opening, consolidating, or transferring accounts, and provide single sign-on access to a client portal for client ongoing access.
  - **Baseline Financial Goal Plan and Investment Plan Design:** Advisor and client will work together to create an initial baseline financial goal plan, supplemented with an investment plan which includes an investment model and Investment Policy Statement (IPS). The baseline financial goal plan is a summary of resources and financial goals with a projection of the intersection of the two. The IPS will govern the trading and management of managed accounts. The baseline

financial goal plan and the investment plan create the foundation for monitoring, measuring and adjusting client's progress toward goals.

- **Ongoing Services:** With a baseline financial goal plan and investment plan in place, advisor will transition to recurring services that will provide support to client in the following areas:
  - An **Annual Plan Update** to update, review, adjust and monitor client's progress toward achieving the goals stated in the baseline financial goal plan and investment plan. Annually, the baseline financial goal plan, and if applicable, the investment plan, will be updated and then considered to be the current baseline financial goal plan and investment plan.
  - **Ongoing, Discretionary Investment Management** for managed account(s) in accordance with IPS
  - **Managed Account(s) Titling and Beneficiary Designation review**
  - **Review of ERISA Accounts.** Upon request or at the annual plan update, advisor may review ERISA account investment selections, beneficiary designations, contribution amounts and type (pre-tax or Roth). Advisor does not manage these accounts and therefore these accounts are not considered "Managed Accounts". Advisor will not obtain or maintain login access for any client ERISA accounts – review of these accounts will be accomplished via client screen share.

**Gold:**

- In addition to the advisor's core Silver services, the Gold service level includes (all or part of this list depending on client needs and complexity):
  - In coordination with client's tax professional(s), the incorporation of tax-efficient strategies (if applicable) such as asset location, rebalancing, tax-deferred and tax-free savings opportunities, tax-loss harvesting, Roth conversions, required minimum distribution(s), donor-advised funds and gifting of appreciated securities, and education planning (529 plans).
  - An **Estate Plan Review**, or recommendation to update or create a set of estate documents by an estate attorney.
  - **Client Insurance Coverage Needs (risk mitigation)** may be reviewed as applicable to include life, disability, and umbrella.

- **Non-Standard Investment Asset Review:**

- Optionally, upon request only, and charged separately, a non-standard Investment Asset may be reviewed. While not exhaustive or inclusive of each item below, the consultation regarding non-standard investment assets may include such things as a review of marketing materials (or “pitch book”), limited due diligence of principals, review of investment vehicle structure or document(s), terms, liquidity, auditor(s), other relevant third-parties, risks, and position size considerations. Note: each analysis may incorporate significantly different considerations. non-standard Investment Assets may bear significantly higher and/or different risks than the assets managed by Advisor in Managed Accounts. Advisor will not track, monitor, price, value, trade or include non-standard Investment Assets in Managed Accounts. Non-Standard investment assets will not be included in the calculation of the Investment Management Fee.
- A non-standard investment asset review charge of \$1,000 will be due upon delivery of each review.

- **Additional Services Available:**

- Advisor has set the Annual Financial Planning Fee based upon the estimated client needs with respect to the topics and activities described above. However, we understand that circumstances change, and unexpected needs arise. We describe these as special situations and we offer special situation support. Based upon the level of special situation support required, the annual financial planning fee will be evaluated and adjusted, if necessary, in accordance with the provisions in the Financial Planning and Investment Management Services Agreement.
- Examples of special situation support are:

- In conjunction with client's other advisors (attorneys, consultants, insurance providers, tax professionals, lending professionals), review, resource coordination and/or analysis for topics such as:
  - Coordinated semi-annual tax planning meetings as requested
  - Cash-flow
  - Financing
  - Employee equity strategies
  - Employee contract review and benefit analysis
  - Business owner equity strategies to include exit strategies planning
  - Estate plan creation or revision with consideration to tax optimization, wealth transfer, intergenerational planning, risk mitigation
  - Specific decision analysis (buy or lease? second homes, paying off mortgages etc.)
  - Philanthropic endeavors
  - Divorce support by way of assistance with Qualified Domestic Relation Order(s)

### ***Platinum***

- In addition to advisor's core Silver services and those services provided at the Gold level, the Platinum service level includes (all or part of this list depending on client needs and complexity):
  - **Non-Standard Investment Asset Review:**
    - Annually, a limit of two (2) non-standard investment asset(s) may be reviewed upon written request. While not exhaustive or inclusive of each item below, the consultation regarding non-standard investment assets may include such things as a review of marketing materials (or "pitch book"), limited due diligence of principals, review of investment vehicle structure or document(s), terms, liquidity, auditor(s), other relevant third-parties, risks, and position size considerations. Note: each analysis may incorporate significantly different considerations. Non-standard investment assets may bear significantly higher and/or different risks than the assets managed by advisor in managed accounts. Advisor will not track, monitor, price, value, trade or include non-standard Investment assets in managed accounts. Non-standard investment assets will not be included in the calculation of the investment management fee.
    - Additional reviews of non-standard investment assets may be requested (to include a re-review, or review of a new non-standard investment asset). A non-standard investment asset review charge of \$1,000 will be due upon delivery of each review beyond the two that are included with this service agreement.

- **Additional Services Available:**

- Advisor has set the annual financial planning fee based upon the estimated client needs with respect to the topics and activities described above. However, we understand that circumstances change, and unexpected needs arise. Based upon the level of special situation support required, the annual financial planning fee will be evaluated and adjusted, if necessary, in accordance with the provisions in the Financial Planning and Investment Management Services Agreement.
- **Special Situation Support** (as applicable): In conjunction with client’s other advisors (Attorneys, Consultants, Insurance Providers, Tax Professionals, Lending Professionals), review, resource coordination and/or analysis for topics such as:
  - Coordinated semi-annual tax planning meetings as requested
  - Cash-flow
  - Financing
  - Employee equity strategies
  - Employee contract review and benefit analysis
  - Business owner equity strategies to include exit strategies planning
  - Estate plan creation or revision with consideration to tax optimization, wealth transfer, intergenerational planning, risk mitigation
  - Specific decision analysis (buy or lease? second homes, paying off mortgages etc.)
  - Philanthropic endeavors
  - Divorce support by way of assistance with Qualified Domestic Relation Order(s)

## 2. NON-STANDARD FINANCIAL PLANNING SERVICES: (18-25 UNDER PARENTS, PRO BONO, HOURLY)

### *18-25 Under Parents and Pro Bono:*

- These service levels include the following services (all or part of this list depending on client needs and complexity):
  - Ongoing, Discretionary Investment Management for Managed Account(s) in accordance with IPS.
  - Managed Account(s) Titling and Beneficiary Designation review
  - Review of ERISA Accounts. Upon request, advisor may review ERISA account investment selections, beneficiary designations, contribution amounts and type (pre-tax or Roth). Advisor does not manage these accounts and therefore these accounts are not considered “Managed Accounts”. Advisor will not obtain or maintain login access for any client ERISA accounts – review of these accounts will be accomplished via client screen share.

### ***Hourly Financial Planning Service (Hourly Service):***

- This is an hourly consultation service billed at \$300/hour on a monthly basis in arrears.

### **3. RETIREMENT PLAN CONSULTING SERVICES:**

For clients who are seeking a retirement plan solution, we offer the following range of services:

- **Defined Contribution Plan Investment Advisory Consulting.** This service includes:
  - Recommending a diverse selection of exchange traded funds and/or mutual funds with different expected volatility and return levels
  - Selecting, monitoring and changing exchange traded funds and/or mutual funds included in the investment options offered to plan participants
  - Assisting the plan representatives in establishing a relationship with an independent, qualified record-keeper on behalf of the plan (the “Record-Keeper”).
  - The advisor shall serve as an investment manager of the Plan as defined in Section 3(21) of the Employee Retirement Income Security Act of 1974, as amended (“ERISA”), when it is providing the services described above and acknowledges that it is a fiduciary to the Plan in providing such services
  - Meet with plan participants on a biannual basis to answer questions about the selection of funds provided and to help employees onboard to the Plan
- **Defined Benefit Plan Investment Advisory Consulting.** This service includes:
  - Advise the plan representatives with respect to investments in exchange-traded and/or mutual funds to be made in the Account.
  - Recommend, monitor, and change exchange-traded funds and/or mutual funds included in the investment options from time to time as determined by the advisor with input from the Plan Representatives.
  - Assist the plan representatives in establishing a relationship with an independent, qualified record-keeper on behalf of the plan.
  - Meet periodically with the employer and the plan representative, at such times as may be reasonably requested by them, concerning the account.

- Participate in portfolio and performance review meetings with the employer and the plan representatives at least twice yearly, unless otherwise determined by the employer and the plan representatives.

#### **4. ASSETS UNDER MANAGEMENT**

- As of 12/31/2021, we have regulatory assets under management in the amount of \$277,816,912 with \$275,624,279 under discretionary management and \$2,192,633 under non-discretionary management.

### **Item 5 Fees & Compensation**

**Under certain circumstances and at the sole discretion of the Advisor, fees are negotiable.**

#### **1. FINANCIAL PLANNING SERVICE (SILVER, GOLD, OR PLATINUM)**

- For clients who select one of our Silver, Platinum or Gold service levels, the financial planning fee – an annual fixed fee – is established at the onset in Schedule A of the Financial Planning and Investment Management Services Agreement and is based on the level of service provided to that client.
  - The Investment Management Fee is an annual fee of 0.45%, calculated on the market value of the assets in managed account(s). The market value used for this calculation is provided by the client’s custodian, as of the last business day of the quarter.
  - The annual financial planning and investment management fee(s) are charged quarterly in arrears or quarterly in advance.
  - Amounts held in cash or cash equivalents will be charged an investment management fee. As such, there may be periods of time where the investment management fee is larger than the interest or credited rate earned for cash or cash equivalents.
  - Clients provide written authorization for the direct deduction of ASW’s fees from accounts held at the firm’s recommended custodian.
  - Any changes in fees are governed by the terms of the Financial Planning and Investment Management Services Agreement.
  - Please note, the annual fixed planning fee and investment management fee are charged on a pro-rated basis from the date of all parties signing the Financial Planning and Investment Management Services Agreement.

## 2. NON-STANDARD FINANCIAL PLANNING SERVICES: (18-25 UNDER PARENTS, HOURLY, and RETIREMENT PLAN CONSULTING)

### *18-25 Under Parents*

- For clients who select our 18-25 Under Parents level of service, a financial planning fee will not be assessed. Instead, the client will be charged only the investment management fee.
  - The investment management fee is an annual fee of 0.45%, calculated on the market value of the assets in managed account(s). The market value used for this calculation is provided by the client's custodian, as of the last business day of the quarter.
  - The investment management fee is charged quarterly in arrears or quarterly in advance.
  - Amounts held in cash or cash equivalents will be charged an investment management fee. As such, there may be periods of time where the investment management fee is larger than the interest or credited rate earned for cash or cash equivalents.
  - Clients provide written authorization for the direct deduction of ASW's fees from your accounts held at the firm's recommended custodian.
  - Any changes in fees are governed by the terms of the Financial Planning and Investment Management Services Agreement.

### 3. HOURLY

- This is an hourly consultation service billed at \$300/hour monthly in arrears.

### 4. RETIREMENT PLAN CONSULTING

- The annual fee for advisory services for plans shall be calculated as follows:

Plan Assets	Annual Fee Paid Quarterly in Arrears
401k Plan and/or Defined Benefit Assets Under Management	0.15% - 0.65% depending on plan size and complexity

- All fee calculations will be based upon the market value of the plan assets at quarter-end. The market value used for this calculation is provided by the client's custodian, as of the last business day of the quarter.

## 5. TERMINATION OF ADVISORY RELATIOINSHIP

- **Financial Planning and Investment Management Services Agreement:** The terms of termination are provided in and governed by the Financial Planning and Investment Management Services Agreement. If fees were paid in advance, the pro rata portion of fees paid for work that was not performed before the termination date will be refunded to the client in full.

## 6. MUTUAL FUND & EXCHANGE TRADED FUND (ETF) FEES

- All fees paid to us for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds, money market funds and/or ETFs to their shareholders. These fees and expenses are described in each fund's prospectus. These fees will generally include a management fee and other fund expenses. You could invest in a mutual fund directly or an ETF through a brokerage account, without our services. In that case, you would not receive the services provided by our firm which are designed, among other things, to assist you in determining which mutual fund or ETF is most appropriate to your financial condition and objectives. Accordingly, you should review both the fees charged by the funds, trading fees, and our fees to fully understand the total amount of fees you would pay and evaluate the advisory services we provide.

## 7. ADDITIONAL FEES & EXPENSES

- Clients will also incur certain charges imposed by third parties (custodians, broker-dealers, platforms, and others) regarding investments made in the account(s). These commissions, fees and charges may include but not limited to the following: brokerage commissions; transaction, exchange, trade away and clearing fees; account, wire, and electronic fund transfer fees; margin interest; custodial fees; administration and termination fees; and other costs and expenses. ASW does not receive any portion of these commissions, fees, and charges.

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

- ASW does not charge performance-based fees nor engage in side-by-side management.

## Item 7 Types of Clients

- ASW provides advisory services to the following types of clients:

- High net worth individuals and their families
- Individuals
- Charitable organizations
- Pension and profit-sharing plans
- Private businesses

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

### 1. METHODS OF ANALYSIS:

- **Asset Allocation.** Rather than focusing primarily on securities selection, we attempt to identify an appropriate ratio of primarily exchange traded fund securities that represent asset classes to include equities, fixed income, commodities, and cash to meet clients' investment goals and risk tolerance.
  - Portfolios may be augmented upon request with non-standard investment assets (also known as alternative asset classes) including but not limited to real estate, private equity, and/or hedge funds. Per the non-standard investment reviews outlined in Item 4 of this form ADV 2A, ASW will not track, monitor, price, value, trade or include non-standard assets in managed accounts, nor will they be included in the calculation of the investment management fee. These asset classes may be added due to their low correlation to the performance of clients' core liquid portfolios. These investments may be purchased by clients meeting certain qualification standards. Investing in these involves additional risks including, but not limited to, the risk of investment loss due to the use of leveraging and other speculative investment practices and the lack of liquidity and performance volatility. In addition, these funds are not required to provide periodic pricing or valuation information to investors and may involve complex tax structures and delays in distributing important tax information. Clients should be aware that these funds are not liquid as there may be no secondary trading market available. At the absolute discretion of the issuer of the fund, there may be certain repurchase offers made from time to time. However, there is no guarantee that client will be able to redeem the fund during the repurchase offer.
  - A risk of asset allocation is that you may not participate in sharp increases in a particular security, industry, or market sector. Another risk is that the ratio of securities, fixed income, and cash will change over time due to stock and market movements and, if not corrected, will no longer be appropriate for your goals.
  - The investment strategy for a specific client is based upon the objectives stated by the client during consultations. The client may change these objectives at any time by providing written notice to ASW.
- **Fundamental analysis.** Our analysis concentrates on factors that determine value. This would

normally encourage purchases in securities that are undervalued or priced below their perceived value. The risk assumed is that the market will fail to reach expectations of perceived value.

- **Quantitative analysis.** Investments made using quantitative models may perform differently than expected as a result of, among other things, the factors used in the models, the weight placed on each factor, changes from the factors' historical trends, and technical issues in the construction and implementation of the models.
- **Mutual Fund and/or Exchange-Traded Fund (ETF) Analysis.** We utilize macroeconomic models to determine valuations across asset classes and seek to construct appropriate market exposures. Investment decisions are made using economic and fundamental data. We look at the track record of the mutual fund or ETF in an attempt to determine if that fund tracks appropriately with its index.

## 2. RISKS FOR ALL FORMS OF ANALYSIS

- Our securities analysis methods rely on the assumption that the companies whose securities we purchase and sell, the rating agencies that review these securities, and other publicly-available sources of information about these securities, are providing accurate and unbiased data. While we are alert to indications that data may be incorrect, there is always a risk that our analysis may be compromised by inaccurate or misleading information.
- All investment programs have certain risks that are borne by the investor. Our investment approach constantly keeps the risk of loss in mind. Investors face the following investment risks and should discuss these risks with ASW:
  - **Market Risk:** The prices of securities held by mutual funds and ETFs 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 a 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.
  - **Interest-rate Risk:** Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
  - **Inflation Risk:** When any type of inflation is present, a dollar today will buy more than 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.
- **Liquidity Risk:** Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- **Management Risk:** The advisor's investment approach may fail to produce the intended results. If the advisor's assumptions regarding the performance of a specific asset class or fund are not realized in the expected time frame, the overall performance of the 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 held by a fund is likely to decrease. A nominal interest rate is the sum of a real interest rate and an expected inflation rate.
- **Investment Company Risk:** When a client invests in open-end mutual funds or ETFs, the client indirectly bears their proportionate share of any fees and expenses payable directly by those funds. Therefore, the client will incur higher expenses, 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 or (ii) 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. ASW has no control over the risks taken by the underlying funds in which client invests.

- REIT Risk: To the extent that a client invests in REITs, it is subject to risks generally associated with investing in real estate, such as (i) possible declines in the value of real estate, (ii) adverse general and local economic conditions, (iii) possible lack of availability of mortgage funds, (iv) changes in interest rates, and (v) environmental problems. In addition, REITs are subject to certain other risks related specifically to their structure and focus such as: dependency upon management skills; limited diversification; the risks of locating and managing financing for projects; heavy cash flow dependency; possible default by borrowers; the costs and potential losses of self-liquidation of one or more holdings; the possibility of failing to maintain exemptions from securities registration; and, in many cases, relatively small market capitalization, which may result in less market liquidity and greater price volatility
- Exchange-Traded Fund (ETF) Risk: ETFs are traded on stock exchanges or on the over-the-counter market. An investment in an ETF generally presents the same primary risks as an investment in a conventional mutual fund (see below) that has the same investment objectives, strategies, and policies. The price of an ETF can fluctuate up or down, and account(s) could lose money investing in an ETF if the prices of the securities owned by the ETF go down. The risk of owning these types of holdings also reflects the risks of their underlying securities. For example, precious metal ETFs (e.g., Gold, Silver, or Palladium Bullion backed “electronic shares” not physical metal) specifically may be negatively impacted by several unique factors, among them (1) large sales by the official sector which own a significant portion of aggregate world holdings in gold and other precious metals, (2) a significant increase in hedging activities by producers of gold or other precious metals, and/or (3) a significant change in the attitude of speculators and investors. In addition, an active trading market for an ETF’s shares may not develop or be maintained.
- Mutual Fund Risk: Mutual Funds are managed independently of a client’s account. With all investments, past performance does not guarantee future results. A manager who has been successful in the past may not be able to replicate that success in the future. Managers of different funds held by the client may purchase the same security, thus increasing the risk to the client if that security were to fall in value. An additional risk is that a manager may deviate from the stated investment mandate or strategy of the fund, a circumstance that could make the holding(s) less suitable for the client's portfolio. Additionally, these investments are subject to the same risks as the underlying investments. These investments are subject to the risks of the mutual fund’s investments and expenses. The client account may receive distributions of taxable gains from portfolio transactions by the manager and may recognize taxable gains from transactions in shares of that mutual fund, which would be taxable when distributed. A client could invest in a mutual fund directly. Accordingly, the client should review both the fees charged by the funds and the fee charged by ASW to fully understand the total amount of fees to be paid by the client and to thereby evaluate advisory services being provided. Factors to be considered by prospective clients may include the size of the portfolio, the nature of the investments to be managed, commission costs, custodian expenses, the anticipated level of trading activity, and the amount of advisory fees for

managing the portfolio.

### 3. INVESTMENT STRATEGIES

- Our advice generally includes recommendations regarding the following securities. We use the following investments in managing your account(s), provided that such investments are appropriate to your needs and consistent with your investment objectives, risk tolerance, and time horizons, among other considerations:
  - Exchange-listed securities
  - Certificates of deposit
  - Municipal securities
  - Mutual fund shares
  - Exchange – traded funds (ETFs)
  - Variable life insurance and variable annuities<sup>1</sup>
- Long-term purchases
  - Typically, we purchase securities with the idea of holding them in your account for a year or longer, unless conditions allow for us to tax loss harvest in your taxable accounts. We otherwise seek to employ a long-term buy and hold strategy. We generally employ this strategy when we want exposure to a particular asset class over time, regardless of the current projection for this class. A risk in a long-term purchase strategy is that by holding the security for this length of time, we may not take advantage of short-term gains. Moreover, a security may decline sharply in value before we make the decision to sell.
- You are reminded that investing in any security entails risk of loss including but not limited to inflation (purchasing power) risk, interest rate risk, economic risk, market risk, and political/regulatory risk.

### Item 9 Disciplinary Information

- We are required to disclose any legal or disciplinary events that are material to a client's or prospective client's evaluation of our advisory business or the integrity of our management.
- Our firm and our management personnel have no reportable disciplinary events to disclose.

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<sup>1</sup> ASW does not sell or receive commissions on insurance products. However, we provide advice and recommendations for the best use of the products in client portfolios as part of our process or if requested.

## Item 10 Other Financial Industry Activities and Affiliations

- Some of our investment adviser representatives are Certified Financial Planners™. The website for this organization includes online search tools that allow interested parties (prospective clients) to search for individual financial planners within a selected state or region. A portion of the membership fees may be used so that the representatives' names will be listed in this entity's website (or other listings).
- This passive website may provide means for interested persons to contact a financial planner via electronic mail, telephone number, or other contact information, in order to interview the participating planner. Members of the public may also choose to telephone association staff to inquire about an individual planner within their area, and they would receive the same or similar information. Prospective clients locating one of our associates via this method are not actively marketed by these associations. Clients who find us in this way do not pay more for their services than clients referred to us in another fashion, such as by another client. We do not pay these entities for prospective client referrals, nor is there a fee-sharing arrangement reflective of a solicitor engagement.
- Jacob S. Ridley is involved with a financial industry affiliated business as the owner, managing member, and as an investment advisor of Church Fiduciary, LLC. Church Fiduciary, LLC is a Texas registered investment advisory firm. Jacob Ridley receives compensation for advisory services provided as a representative and owner of Church Fiduciary, LLC. Jacob Ridley spends the minority of the time in his work day on Church Fiduciary, LLC activities.

This practice represents a conflict of interest because Jacob S. Ridley's interests are divided. This conflict is mitigated by disclosures, firm procedures, and the firm's fiduciary obligation to place the best interest of the client first. Jacob S. Ridley does not offer Church Fiduciary, LLC services to Astoria Strategic Wealth, Inc. clients.

- Kirby D. Jacobson is involved with a financial industry affiliated business as the owner, managing member, and as an investment advisor of Jacobson Wealth Management, LLC. Jacobson Wealth Management, LLC is a Texas registered investment advisory firm. Kirby D. Jacobson receives compensation for advisory services provided as a representative and owner of Jacobson Wealth Management, LLC. Kirby D. Jacobson spends a minority of the time in his work day on Jacobson Wealth Management, LLC activities.

This practice represents a conflict of interest because Kirby D. Jacobson's interests are divided. This conflict is mitigated by disclosures, firm procedures, and Astoria Strategic Wealth's fiduciary obligation to place the best interest of the client first. Kirby D. Jacobson does not offer Jacobson Wealth Management, LLC services to Astoria Strategic Wealth, Inc. clients.

Kirby D. Jacobson is Chief Operating Officer for Darwin's Beagle, Inc. a business consulting firm that

provides process analytics and process improvement to clients. Kirby D. Jacobson spends a minority of the time in his work day on Darwin's Beagle, Inc. activities. He may offer clients services from this activity. He may receive separate yet typical compensation.

This practice represents a conflict of interest because it gives an incentive to recommend services based on the compensation received. This conflict is mitigated by disclosures, procedures and Astoria Strategic Wealth's fiduciary obligation to place the best interest of the client first and the clients are not required to purchase any services. Clients have the option to purchase these services through another consultant of their choosing.

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

- Our firm has adopted a Code of Ethics which sets forth high ethical standards of business conduct that we require of our employees, including compliance with applicable federal securities laws.
- ASW and our personnel owe a duty of loyalty, fairness, and good faith towards our clients, and have an obligation to adhere not only to the specific provisions of the Code of Ethics but to the general principles that guide the Code of Ethics.
- Our Code of Ethics includes policies and procedures for the review of quarterly personal securities transactions reports as well as initial and annual securities holdings reports that must be submitted by the firm's access persons. Among other things, our Code of Ethics also requires the prior approval of any acquisition of securities in a limited offering (e.g., private placement) or participation in an initial public offering. Our Code of Ethics also provides for oversight, enforcement and recordkeeping provisions.
- Our Code of Ethics further includes the firm's policy prohibiting the use of material non-public information. While we do not believe that we have any particular access to non-public information, all employees are reminded that such information may not be used in a personal or professional capacity.
- A copy of our Code of Ethics is available to you and prospective clients upon request and at no charge.
- Our Code of Ethics is designed to ensure that the personal securities transactions, activities, and interests of our employees will not interfere with (i) making decisions in the best interest of advisory clients and (ii) implementing such decisions while, at the same time, allowing employees to invest for their own accounts.
- Our firm and/or individuals associated with our firm buy and sell for their personal accounts securities identical to or different from those recommended to our clients. Either of these policies creates a conflict of interest with our clients, which we are mitigating through our personal trading

policy and monitoring of personal securities trades.

- To avoid the possibility of front-running, it is the expressed policy of our firm that no person employed by us may purchase or sell any security prior to a transaction(s) being implemented for an advisory account, thereby preventing such employee(s) from benefiting from transactions placed on behalf of advisory accounts.

## Item 12 Brokerage Practices

- ASW has elected to use TD Ameritrade Institutional ("TDAI") and Schwab Advisor services ("Schwab") as the primary custodians with which to serve clients. TD Ameritrade Institutional and Schwab will be referred to together as "our Broker Dealers" for the remainder of this document. Our decision to use certain custodians is based on their discounted commission structure, the availability of mutual funds with no transaction fee, trading platforms, electronic reporting, online access for our clients, and financial stability. Not all investment advisors require their clients to open their accounts with specific custodians. Our choice of custodians through which we execute our trades can affect our ability to achieve the most favorable execution of your transactions, potentially increasing costs. In recommending our broker dealers as custodians and as the securities brokerage firm responsible for executing transactions for your portfolios, we consider at a minimum:
  - existing relationship with us,
  - financial strength,
  - reputation,
  - reporting capabilities,
  - execution capabilities,
  - pricing, and types and quality of research.
- The determining factor in the selection of a broker-dealer/custodian to execute transactions for your accounts is not the lowest possible transaction cost, but whether they can provide what is in our view the best qualitative execution for your account.
- We participate in the institutional customer programs offered by our broker dealers. TDAI is a division of TD Ameritrade Inc., member FINRA/SIPC /NFA ("TD Ameritrade"), an unaffiliated SEC-registered broker-dealer and FINRA member. Our broker dealers offer services to independent investment advisors which include custody of securities, trade execution, clearance and settlement of transactions. We receive some benefits from our broker dealers through our participation in the program.
- We recommend our broker dealers to our clients for custody and brokerage services. There is no

direct link between our firm's participation in the programs and the investment advice we give to our clients. Along with you, we receive economic benefits through our participation in the programs that are typically not available to TD Ameritrade/Schwab retail investors.

- These benefits include the following products and services (provided without cost or at a discount): duplicate client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving advisor participants; the ability to have advisory fees deducted directly from client accounts; access to an electronic communications network for client order entry and account information; access to mutual funds and ETFs with no transaction fees and to certain Institutional money managers; and discounts on compliance, marketing, research, and technology.
- Some of the products and services made available by our broker dealers through the program benefit ASW and may not benefit our client accounts. These products or services assist us in managing and administering client accounts, including accounts not maintained at our broker dealers. The benefits we receive through participation in the programs do not depend on the amount of brokerage transactions directed to our broker dealers. Clients should be aware, however, that our receipt of economic benefits creates a conflict of interest and indirectly influences our recommendation of our broker dealers for custody and brokerage services. Unless directed otherwise by a client, ASW migrates client accounts to custody their assets at our broker dealers and these client accounts are profitable to our broker dealers.
- TDAI and Schwab are discount broker-dealers independent of and unaffiliated with ASW and there is no employee or agency relationship between TDAI/Schwab and ASW.
- ASW's receipt of these benefits does not diminish our duty to act in the best interests of our clients, including seeking best execution of trades for client accounts.
- ASW may, in its sole discretion, elect to combine or "bunch" (also known as a block trade) an order entered for clients with orders entered for the same security for other clients of ASW to secure certain efficiencies and results with respect to execution, clearance and settlement of orders. Commissions are not currently assessed for ETFs. However, if trading commissions are assessed they will be computed as if the order entered for the client was not bunched. ASW in its sole discretion may use the average price at which a security is bought or sold for the clients involved in the transaction when a bunched order is executed in parts at different prices, or when two or more separate orders for the same security are entered at approximately the same time and are executed at different prices. If a bunched order is not executed in its entirety a client may buy or sell less of a security than if the order was not bunched. Similarly, when price averaging is used some clients will get a better price and some clients will get a worse price than they would have received if price averaging was not used. ASW will act in a manner it believes is equitable for its clients as a group when bunching and price averaging. The overarching principle is that no client is intentionally favored over another client that is similarly situated.

## Item 13 Review of Accounts

### 1. FINANCIAL PLANNING SILVER SERVICE

- **REVIEWS:** When needed, we conduct an annual review of accounts for Financial Planning Service Silver clients and update their financial goal plan as appropriate.
- **REPORTS:** In addition to the written or electronic monthly statements and confirmations of transactions that Silver clients receive from their financial institutions, we also provide written account reports (as needed) directly to our clients on a quarterly basis. We advise clients to carefully compare the information provided on these reports with statements the clients receive from their custodian to ensure that all account transactions, holdings, and values are correct and current. Additionally, we may provide access to MoneyGuidePro, a software platform that allows clients to view their account balances and holdings as those institutions have reported to us. We have also added Orion, a software platform that provides our clients with account overviews in various formats. Orion also provides direct access to MoneyGuidePro and Citrix ShareFile.

### 2. GOLD AND PLATINUM SERVICE

- **REVIEWS:** While the underlying securities within all of our Gold, and Platinum client accounts are monitored on an ongoing basis, client accounts are reviewed quarterly at a minimum. Accounts are reviewed in the context of each client's stated investment objectives and guidelines. More frequent reviews may be triggered by material changes in variables such as the client's individual circumstances, the market, and the political or economic environment. Additionally, we are happy to review the client's portfolio at any time upon his/her request. These accounts are reviewed by one of our advisors.
- **REPORTS:** In addition to the written or electronic monthly statements and confirmations of transactions that Gold, and Platinum clients receive from their financial institutions, we also provide written account reports directly to our Silver (as needed), Gold, and Platinum clients on a quarterly basis. We advise clients to carefully compare the information provided on these reports with statements the clients receive from their custodian to ensure that all account transactions, holdings, and values are correct and current.
- Additionally, we provide access to MoneyGuidePro, a software platform that allows clients to view their account balances and holdings as those institutions have reported to us. We have also added Orion, a software platform that provides our clients with account overviews in various formats. Orion also provides direct access to MoneyGuidePro and Citrix ShareFile.

### 3. FINANCIAL PLANNING 18-25 UNDER PARENTS AND PRO BONO

- **REVIEWS:** ASW conducts an ongoing review of managed accounts to provide investment

management in accordance with the client's IPSs.

- **REPORTS:** Clients receive written or electronic monthly statements and confirmations of transactions from their financial institutions.

#### 4. RETIREMENT PLAN INVESTMENT ADVISORY CONSULTING

- **REVIEWS:** While the underlying funds within all of our Retirement Plan Investment Advisory Consulting plans are monitored on an ongoing basis, retirement plans are reviewed at least annually. More frequent reviews may be triggered by material changes in the funds, the market, and the political or economic environment. Additionally, we are happy to review the plan upon the request of company management. These accounts are reviewed by one of our advisors.
- **REPORTS:** Reports are to be provided by the plan participant record keeper.

#### Item 14 Client Referrals and Other Compensation

- It is our policy not to engage solicitors or to pay related or non-related persons for referring potential clients to our firm.
- It is our policy not to accept or allow our related persons to accept any form of compensation, including cash, sales awards, or other prizes, from a non-client in conjunction with the advisory services we provide to our clients other than benefits discussed above in Item 12.

#### Item 15 Custody

- An investment advisory firm has custody of client funds or securities when it has the authority to access either. We previously disclosed in the "Fees and Compensation" section (Item 5) of this Brochure that our firm directly debits advisory fees from client accounts, giving us a nominal form of custody of our clients' funds. As part of this billing process, the client's custodian is advised of the amount of the fee to be deducted from that client's account. On at least a quarterly basis, the custodian is required to send to the client a statement showing all transactions within the account during the reporting period.
- Clients may directly link other accounts (not managed by ASW) to their financial plan which allows them access directly to these accounts via their MoneyGuidePro login. Liabilities and account balances are updated periodically. Client accounts linked in this manner are not directly managed by ASW.

- Additionally, ASW has custody of client assets, in certain circumstances when a client provides us with a Standing Letters of Authorization to initiate transfers between accounts or to send wires. Whether we have custody is dependent on multiple factors including the destination, sender/recipient, frequency, amount, and variability. ASW follows the guidance provided by the SEC such that it is not required to have a surprise examination of these assets.

## **Item 16 Investment Discretion**

- As previously disclosed in Item 4 of this brochure, our firm provides discretionary and non-discretionary asset management services. Clients grant us discretionary authority when they sign our advisory agreement and their custodial agreement.

## **Item 17 Voting Client Securities**

- As a matter of firm policy, we do not vote proxies on behalf of clients. Therefore, although our firm provides investment advisory services relative to client investment assets, clients maintain exclusive responsibility for: (1) directing the manner in which proxies solicited by issuers of securities beneficially owned by the client shall be voted, and (2) making all elections relative to any mergers, acquisitions, tender offers, bankruptcy proceedings or other type events pertaining to the client's investment assets. Clients are responsible for instructing each custodian of the assets, to forward to the client copies of all proxies and shareholder communications relating to the client's investment assets.
- We do not offer any consulting assistance regarding proxy issues.

## **Item 18 Financial Information**

- We do not require or solicit prepayment of \$1,200 in fees per client, six months or more in advance.
- The firm has no financial conditions to disclose that are reasonably likely to impair our ability to meet our contractual commitments to clients.
- The firm has not been the subject of a bankruptcy petition.

**P. PRIVACY NOTICE**

<b>FACTS:</b>	WHAT DOES ASTORIA STRATEGIC WEALTH, INC. (“ASW”) DO WITH YOUR PERSONAL INFORMATION?	
<b>Why?</b>	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.	
<b>What?</b>	<p>The types of personal information we collect, and share depend on the product or service you have with us. This information can include:</p> <ul style="list-style-type: none"> <li>▪ Social security number and income</li> <li>▪ Assets, account balances and transaction history</li> <li>▪ Investment experience and risk tolerance</li> </ul> <p>When you are no longer our customer, we continue to share your information as described in this notice.</p>	
<b>How?</b>	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 ASW chooses to share; and whether you can limit this sharing.	
	<b>Reasons we can share your personal information</b>	<b>Does ASW share? Can you limit this sharing?</b>
	<b>For our everyday business purposes</b> — such as to process your transactions, maintain your account(s), respond to court orders and legal investigations or report to credit bureaus	YES NO
	<b>For our marketing purposes</b> — to offer our products and services to you	YES NO
	<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 512-215-4009 or Email <a href="mailto:b.cox@astoriastategicwealth.com">b.cox@astoriastategicwealth.com</a>	

<b>Who we are</b>	
Who is providing this notice?	ASTORIA STRATEGIC WEALTH, INC. (referred to as “ASW”)
<b>What we do</b>	
How does ASW protect my 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 ASW collect my personal information?	We collect your personal information, for example, when you: <ul style="list-style-type: none"> <li>▪ Open an account and enter into an investment advisory contract;</li> <li>▪ Give us your income, employment and contact information;</li> <li>▪ Tell us about your investment or retirement portfolio; or</li> <li>▪ Seek advice about your investments.</li> </ul>
Why can't I limit all sharing?	Federal law gives you the right to limit only: <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>
<b>Definitions</b>	
Affiliates	Companies related by common ownership or control. They can be financial and nonfinancial companies. <ul style="list-style-type: none"> <li>• ASW does not have any affiliates.</li> </ul>
Nonaffiliates	Companies not related by common ownership or control. They can be financial and nonfinancial companies. <ul style="list-style-type: none"> <li>• ASW does not share with nonaffiliates so they can market to you.</li> </ul>
Joint Marketing	A formal agreement between nonaffiliated financial companies that together market financial products or services to you. <ul style="list-style-type: none"> <li>• ASW doesn't jointly market.</li> </ul>

## Part 2B of Form ADV: Brochure Supplement

Kimberly Victoria  
Astoria Strategic Wealth, Inc.  
11257 Triple Crown Way  
Conroe, TX 77304  
512.663.2303

September 2022

This brochure supplement provides information about Kimberly Victoria that supplements the Astoria Strategic Wealth, Inc. ("ASW") brochure. You should have received a copy of that brochure. Please contact Brian Cox at [b.cox@astoriastategicwealth.com](mailto:b.cox@astoriastategicwealth.com) or by phone at 512.215.4009 if you did not receive ASW's brochure or if you have any questions about the contents of this supplement.

Additional information about Kimberly Victoria is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

## Item 2 Educational Background and Business Experience

**Full Legal Name:** Kimberly Victoria    **Born:** 1968

### Education

- Fitchburg State College; BS, Mathematics; 1991; Secondary Education Teaching Certification

### Business Experience

- Astoria Strategic Wealth; Chief Operating Officer and Managing Principal; 1/2018 - Present
- Astoria Strategic Wealth; Chief Operating Officer and Principal; 1/1/2008 – 12/2017
- Cubed Strategies; Principal; 01/2008 – 12/2012
- Moulton Strategic Partners, Inc.; Principal; 01/2003 – 12/2008
- Database Technologies, Inc.; Senior Principal Consultant; 01/1996 – 01/2003

### Designations

Kimberly Victoria has earned the following designation(s) and is in good standing with the granting authority:

- Financial Paraplanner Qualified Professional™ or FPQP™

### Description of designation requirements:

#### Financial Paraplanner Qualified Professional™ designation

Individuals who hold the FPQP™ designation have completed a course of study encompassing the financial planning process, the five disciplines of financial planning and general financial planning concepts, terminology and product categories. Additionally, individuals must pass an end-of-course examination that tests their ability to synthesize complex concepts and apply theoretical concepts to real-life situations.

All designees have agreed to adhere to Standards of Professional Conduct and are subject to a disciplinary process.

Designees renew their designation every two-years by completing 16 hours of continuing education, reaffirming adherence to the Standards of Professional Conduct and complying with self-disclosure requirements.

### **Item 3 Disciplinary Information**

Kimberly Victoria has no reportable disciplinary history.

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

Kimberly Victoria is not engaged in any other outside business activity.

### **Item 5 Additional Compensation**

Kimberly Victoria does not receive any economic benefit from a non-advisory client for the provision of advisory services.

### **Item 6 Supervision**

Brian A. Cox (phone number – 512.215.4009) is a Principal of the firm and is responsible for the supervision of Kimberly Victoria. He monitors the advice that Kimberly Victoria provides to clients. He monitors Kimberly Victoria's work through remote interactions and Astoria Strategic Wealth, Inc.'s task management system.

## Part 2B of Form ADV: Brochure Supplement

Brian A. Cox  
Astoria Strategic Wealth, Inc.  
11257 Triple Crown Way  
Conroe, TX 77304  
512.215.4009

September 2022

This brochure supplement provides information about Brian A. Cox that supplements the Astoria Strategic Wealth, Inc. ("ASW") brochure. You should have received a copy of that brochure. Please contact Brian Cox at [b.cox@astoriastategicwealth.com](mailto:b.cox@astoriastategicwealth.com) or by phone at 512.215.4009 if you did not receive ASW's brochure or if you have any questions about the contents of this supplement.

Additional information about Brian A. Cox is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

## Item 2 Educational, Background and Business Experience

**Full Legal Name:** Brian A. Cox      **Born:** 1972

### Education

- University of Michigan Business School; MBA, Finance and Corporate Strategy; 2003
- United States Military Academy (USMA) at West Point; BS, Economics; 1995

### Business Experience

- Astoria Strategic Wealth, Inc.; Principal; 01/2012 – Present
- WestSpring Advisors, LP; Principal; 07/2009 – 12/2011
- Highland Capital Management, LP; Managing Director; 06/2006 – 05/2009
- JPMorgan Private Bank; Investment Associate; 08/2003 – 05/2006
- University of Michigan Business School; Full time MBA Student; 08/2001 – 05/2003
- Invensys NIS; Project Manager; 06/2000 – 06/2001
- United States Army Officer; 06/1995 – 06/2000

### Designations

Brian A. Cox has earned the following designation(s) and is in good standing with the granting authority:

- CERTIFIED FINANCIAL PLANNER (“CFP”) Certificant; CERTIFIED FINANCIAL PLANNER Board of Standards, Inc.; 2014

### Description of designation requirements:

#### CERTIFIED FINANCIAL PLANNER (CFP) designation

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

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

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

- Education – Complete college or university-level coursework through a program registered with CFP Board, addressing the major personal financial planning areas identified by CFP Board’s most recent Job Analysis Study;
- Verify that you hold a regionally accredited college or university bachelor’s degree or higher (accreditation must be recognized by U.S. Department of Education at the time the degree is awarded).
- The coursework requirement must be completed before you sit for the CFP® Certification Examination; the bachelor’s degree requirement may be completed after you pass the exam (within five years).
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

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

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

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

### **Item 3 Disciplinary Information**

Brian A. Cox has no reportable disciplinary history.

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

Brian A. Cox is not engaged in any other outside business activity.

## **Item 5 Additional Compensation**

Brian A. Cox does not receive any economic benefit from a non-advisory client for the provision of advisory services.

## **Item 6 Supervision**

**Supervisor:** Kimberly Victoria (phone number - 512.663.2303) is the Managing Principal of the firm and supervises Brian A. Cox only. Brian is a Principal of the Firm. Kimberly Victoria monitors the advice that Brian A. Cox provides to clients. She monitors Brian A. Cox's work through remote interactions and Astoria Strategic Wealth, Inc.'s task management system.

## Part 2B of Form ADV: Brochure Supplement

Kirby D. Jacobson, CFA, CFP®  
Astoria Strategic Wealth, Inc.  
11257 Triple Crown Way  
Conroe, TX 77304  
806.535.0760

September 2022

This brochure supplement provides information about Kirby D. Jacobson that supplements the Astoria Strategic Wealth, Inc. (“ASW”) brochure. You should have received a copy of that brochure. Please contact Brian Cox at [b.cox@astoriastategicwealth.com](mailto:b.cox@astoriastategicwealth.com) or by phone at 512.215.4009 if you did not receive ASW’s brochure or if you have any questions about the contents of this supplement.

Additional information about Kirby D. Jacobson is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

## Item 2 Educational, Background and Business Experience

**Full Legal Name:** Kirby D. Jacobson      **Born:** 1986

### Education

- Texas Tech University; Bachelor of Science in Personal Financial Planning; 2008

### Business Experience

- Astoria Strategic Wealth, Inc.; Chief Investment Officer/Principal; 01/2022 - Present
- Jacobson Wealth Management LLC; Managing Member/Investment Advisor Representative; 10/2019 – Present
- Astoria Strategic Wealth, Inc.; Investment Advisor Representative; 02/2021 – 01/2022
- Darwin’s Beagle, Inc.; Chief Operating Officer; 05/2018 – Present
- Lee Financial Company, LLC; Investment Advisor Representative; 01/2009 – 07/2019

### Designations

Kirby D. Jacobson has earned the following designation(s) and is in good standing with the granting authority:

- CERTIFIED FINANCIAL PLANNER (“CFP”) Certificant; CERTIFIED FINANCIAL PLANNER Board of Standards, Inc.; 2011.
- Chartered Financial Analyst (“CFA”) Charterholder; CFA Institute; 2012

### Description of designation requirements:

#### CERTIFIED FINANCIAL PLANNER (CFP) designation

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

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

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

- Education – Complete college or university-level coursework through a program registered with CFP Board, addressing the major personal financial planning areas identified by CFP Board’s most recent Job Analysis Study;
- Verify that you hold a regionally accredited college or university bachelor’s degree or higher (accreditation must be recognized by U.S. Department of Education at the time the degree is awarded).
- The coursework requirement must be completed before you sit for the CFP® Certification Examination; the bachelor’s degree requirement may be completed after you pass the exam (within five years).
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

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

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

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

### **Chartered Financial Analyst (CFA) designation**

Chartered Financial Analysts designation is awarded by the CFA Institute. CFA certification requirements:

- Hold a bachelor’s degree from an accredited institution or have equivalent educational or work experience.
- Successful completion of all three exam levels of the CFA Program.
- Have 48 months of acceptable professional work experience in the investment decision-making process.
- Fulfill society requirements, which vary by society. Unless you are upgrading from affiliate membership, all societies require two sponsor statements as part of each application; these are submitted online by your sponsors.

- Agree to adhere to and sign the Member's Agreement, a Professional Conduct Statement, and any additional documentation requested by CFA Institute.

### **Item 3 Disciplinary Information**

Kirby D. Jacobson has no reportable disciplinary history.

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

Kirby D. Jacobson is involved with a financial industry affiliated business as the owner, managing member, and as an investment advisor of Jacobson Wealth Management, LLC. Jacobson Wealth Management, LLC is a Texas registered investment advisory firm. Kirby D. Jacobson receives compensation for advisory services provided as a representative and owner of Jacobson Wealth Management, LLC. Kirby D. Jacobson spends a small percentage of time in his work day on Jacobson Wealth Management, LLC activities.

This practice represents a conflict of interest because Kirby D. Jacobson's interests are divided. This conflict is mitigated by disclosures, firm procedures, and Astoria Strategic Wealth's fiduciary obligation to place the best interest of the client first. Kirby D. Jacobson does not offer Jacobson Wealth Management, LLC services to Astoria Strategic Wealth, Inc. clients.

Kirby D. Jacobson is Chief Operating Officer for Darwin's Beagle, Inc., a business consulting firm that provides process analytics and process improvement to clients. Kirby D. Jacobson spends a small percentage of time in his work day on Darwin's Beagle, Inc. activities. He may offer clients services from this activity. He may receive separate yet typical compensation.

This practice represents a conflict of interest because it gives an incentive to recommend services based on the compensation received. This conflict is mitigated by disclosures, procedures and Astoria Strategic Wealth's fiduciary obligation to place the best interest of the client first and the clients are not required to purchase any services. Clients have the option to purchase these services through another consultant of their choosing.

### **Item 5 Additional Compensation**

Kirby Jacobson receives compensation for the consulting services he provides. He does not receive any performance-based fees.

### **Item 6 Supervision**

Brian A. Cox (phone number – 512.215.4009) is a Principal of the firm and is responsible for the supervision of Kirby D. Jacobson. He monitors the advice that Kirby D. Jacobson provides to clients. He monitors Kirby D. Jacobson's work through remote interactions and Astoria Strategic Wealth, Inc.'s task management system.

## Part 2B of Form ADV: Brochure Supplement

Jacob S. Ridley  
Astoria Strategic Wealth, Inc.  
11257 Triple Crown Way  
Conroe, TX 77304  
512.426.0100

September 2022

This brochure supplement provides information about Jacob S. Ridley that supplements the Astoria Strategic Wealth, Inc. ("ASW") brochure. You should have received a copy of that brochure. Please contact Brian Cox at [b.cox@astoriastrategicwealth.com](mailto:b.cox@astoriastrategicwealth.com) or by phone at 512.215.4009 if you did not receive ASW's brochure or if you have any questions about the contents of this supplement.

Additional information about Jacob S. Ridley is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

## Item 2 Educational, Background and Business Experience

**Full Legal Name:** Jacob S. Ridley      **Born:** 1985

### Education

- Auburn University; BS, Business Administration 2008
- University of Texas; Financial Planning Certificate 2015

### Business Experience

- Astoria Strategic Wealth, Inc. Director of Capital Management; 02/2017 – Present
- Church Fiduciary, LLC, Owner/Chief Compliance Officer/Investment Advisor Representative, 10/2021 – Present
- Privado LLC (Church Business Support), Account Manager; 07/2012 – 02/2017
- Fellowship of Christian Athletes, Area Representative; 11/2009 – 07/2012
- Cellular Sales, Client Service Representative; 06/2009 – 11/2009

### Designations

Jacob S. Ridley has earned the following designation(s) and is in good standing with the granting authority:

- CERTIFIED FINANCIAL PLANNER (“CFP”) Certificant; CERTIFIED FINANCIAL PLANNER Board of Standards, Inc.; 2019

### Description of designation requirements:

#### CERTIFIED FINANCIAL PLANNER (CFP) designation

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

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

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

- Education – Complete college or university-level coursework through a program registered with CFP Board, addressing the major personal financial planning areas identified by CFP Board’s most recent Job Analysis Study;

- Verify that you hold a regionally accredited college or university bachelor's degree or higher (accreditation must be recognized by U.S. Department of Education at the time the degree is awarded).
- The coursework requirement must be completed before you sit for the CFP® Certification Examination; the bachelor's degree requirement may be completed after you pass the exam (within five years).
- Ethics – Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

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

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

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

### **Item 3 Disciplinary Information**

Jacob S. Ridley has no reportable disciplinary history.

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

Jacob S. Ridley is involved with a financial industry affiliated business as the owner, managing member, and as an investment advisor of Church Fiduciary, LLC. Church Fiduciary, LLC is a Texas registered investment advisory firm. Jacob Ridley receives compensation for advisory services provided as a representative and owner of Church Fiduciary, LLC. Jacob Ridley spends a small percentage of time in his work day on Church Fiduciary, LLC activities

This practice represents a conflict of interest because Jacob S. Ridley's interests are divided. This conflict is mitigated by disclosures, firm procedures, and the firm's fiduciary obligation to place the best interest of the client first. Jacob S. Ridley does not offer Church Fiduciary, LLC services to Astoria Strategic Wealth, Inc. clients.

### **Item 5 Additional Compensation**

Jacob S. Ridley does not receive any economic benefit from a non-advisory client for the provision of advisory services.

### **Item 6 Supervision**

Brian A. Cox (phone number – 512.215.4009) is a Principal of the firm and is responsible for the supervision of Jacob S. Ridley. He monitors the advice that Jacob. S. Ridley provides to clients. He monitors Jacob S. Ridley's work through remote interactions and Astoria Strategic Wealth, Inc.'s task management system.

## Part 2B of Form ADV: Brochure Supplement

Matthew R. Frost  
Astoria Strategic Wealth, Inc.  
11257 Triple Crown Way  
Conroe, TX 77304  
210.860.6003

September 2022

This brochure supplement provides information about Matthew R. Frost that supplements the Astoria Strategic Wealth, Inc. ("ASW") brochure. You should have received a copy of that brochure. Please contact Brian Cox at [b.cox@astoriastategicwealth.com](mailto:b.cox@astoriastategicwealth.com) or by phone at 512.215.4009 if you did not receive ASW's brochure or if you have any questions about the contents of this supplement.

Additional information about Matthew R. Frost is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

## Item 2 Educational, Background and Business Experience

**Full Legal Name:** Matthew R. Frost      **Born:** 1992

### Education

- The University of Texas at San Antonio; BA, English 2015
- Texas Tech University Graduate School; MS, Personal Financial Planning 2019
- Texas Tech University Graduate School; Certificate in Charitable Financial Planning 2019
- Texas Tech University School of Law; JD 2019

### Business Experience

- Astoria Strategic Wealth, Inc., Associate Financial Planning Advisor; 03/2020 – Present
- F. Marie Hall Institute for Rural and Community Health: Texas Tech University Health Sciences Center, Legal Intern; 6/2019 – 12/2019
- Office of General Counsel: Texas Tech University System, Legal Extern; 1/2019 – 5/2019
- LexisNexis, Lexis Associate; 8/2017 – 5/2019
- The Paisano: Independent Student Newspaper, Intern and Staff Writer; 8/2015 – 12/2015
- 210 CrossFit, Weightlifting Coach; 1/2014 – 7/2016
- Rogers and Moore PLLC, Intern; 4/2013 – 4/2015

### Designations

Matthew R. Frost has earned the following designation(s) and is in good standing with the granting authority:

- CERTIFIED FINANCIAL PLANNER (“CFP”) Certificant; CERTIFIED FINANCIAL PLANNER Board of Standards, Inc.; 2022

### Description of designation requirements:

#### CERTIFIED FINANCIAL PLANNER (CFP) designation

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

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

- Education – Complete college or university-level coursework through a program registered with CFP Board, addressing the major personal financial planning areas identified by CFP Board’s most recent Job Analysis Study;
- Verify that you hold a regionally accredited college or university bachelor’s degree or higher (accreditation must be recognized by U.S. Department of Education at the time the degree is awarded).
- The coursework requirement must be completed before you sit for the CFP® Certification Examination; the bachelor’s degree requirement may be completed after you pass the exam (within five years).
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

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

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

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

### **Item 3 Disciplinary Information**

Matthew R. Frost has no reportable disciplinary history.

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

Matthew R. Frost is not engaged in any other outside business activity.

### **Item 5 Additional Compensation**

Matthew R. Frost does not receive any economic benefit from a non-advisory client for the provision of advisory services.

### **Item 6 Supervision**

Brian A. Cox (phone number – 512.215.4009) is a Principal of the firm and is responsible for the supervision of Matthew R. Frost. He monitors the advice that Matthew R. Frost provides to

clients. He monitors Matthew R. Frost's work through remote interactions and Astoria Strategic Wealth, Inc.'s task management system.



## Part 2B of Form ADV: Brochure Supplement

Amber M. Picard  
Astoria Strategic Wealth, Inc.  
11257 Triple Crown Way  
Conroe, TX 77304  
979.966.3939

September 2022

This brochure supplement provides information about Amber M. Picard that supplements the Astoria Strategic Wealth, Inc. (“ASW”) brochure. You should have received a copy of that brochure. Please contact Brian Cox at [b.cox@astoriastategicwealth.com](mailto:b.cox@astoriastategicwealth.com) or by phone at 512.215.4009 if you did not receive ASW’s brochure or if you have any questions about the contents of this supplement.

Additional information about Amber M. Picard is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

## Item 2 Educational, Background and Business Experience

**Full Legal Name:** Amber M. Picard

**Born:** 1998

### Education

- Texas A&M University; BS, University Studies - Business 2020

### Business Experience

- Astoria Strategic Wealth, Associate Financial Planning Advisor; 11/2021 – Present
- Financial Synergies Wealth Advisors, Associate Financial Advisor; 06/2020 – 10/2021
- Texas A&M University; Full Time Student; 08/2017 – 05/2020
- Tyler Junior College; Full Time Student; 08/2016 – 08/2017

### Designations

Amber M. Picard has earned the following designation(s) and is in good standing with the granting authority:

- CERTIFIED FINANCIAL PLANNER (“CFP”) Certificant; CERTIFIED FINANCIAL PLANNER Board of Standards, Inc.; 2022

### Description of designation requirements:

#### CERTIFIED FINANCIAL PLANNER (CFP) designation

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

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

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

- Education – Complete college or university-level coursework through a program registered with CFP Board, addressing the major personal financial planning areas identified by CFP Board’s most recent Job Analysis Study;

- Verify that you hold a regionally accredited college or university bachelor's degree or higher (accreditation must be recognized by U.S. Department of Education at the time the degree is awarded).
- The coursework requirement must be completed before you sit for the CFP® Certification Examination; the bachelor's degree requirement may be completed after you pass the exam (within five years).
- Ethics – Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

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

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

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

### **Item 3 Disciplinary Information**

Amber M. Picard has no reportable disciplinary history.

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

Amber M. Picard is not engaged in any other outside business activity.

### **Item 5 Additional Compensation**

Amber M. Picard does not receive any economic benefit from a non-advisory client for the provision of advisory services.

### **Item 6 Supervision**

Brian A. Cox (phone number – 512.215.4009) is a Principal of the firm and is responsible for the

100 Congress Avenue | Suite 2000 | Austin, TX 78701 | *austin* 512.215.4009 | *dallas* 888.321.7374 | *san antonio* 830.832.3081 | fax 512.697.8302

TEXAS BASED – SERVING CLIENTS NATIONALLY

supervision of Amber M. Picard. He monitors the advice that Amber M. Picard provides to clients. He monitors Amber M. Picard's work through remote interactions and Astoria Strategic Wealth, Inc.'s task management system.



## Part 2B of Form ADV: Brochure Supplement

Russell E. Jacobson  
Astoria Strategic Wealth, Inc.  
11257 Triple Crown Way  
Conroe, TX 77304  
817.229.9996

September 2022

This brochure supplement provides information about Russell E. Jacobson that supplements the Astoria Strategic Wealth, Inc. ("ASW") brochure. You should have received a copy of that brochure. Please contact Brian Cox at [b.cox@astoriastategicwealth.com](mailto:b.cox@astoriastategicwealth.com) or by phone at 512.215.4009 if you did not receive ASW's brochure or if you have any questions about the contents of this supplement.

Additional information about Russell E. Jacobson is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

## Item 2 Educational, Background and Business Experience

**Full Legal Name:** Russell E. Jacobson

**Born:** 1988

### Education

- Texas Tech University; BS, Personal Financial Planning - 2012

### Business Experience

- Astoria Strategic Wealth; Associate Financial Planning Advisor; 09/2022 – Present
- Charles Schwab & Co., Inc.; Regional Annuity Specialist; 01/2022 – 09/2022
- TD Ameritrade; Senior Institutional Annuity Specialist; 04/2018 – 01/2022
- TD Ameritrade; Retail Annuity Specialist; 10/2014 – 04/2018
- TD Ameritrade; Licensed Relationship Manager – Institutional; 08/2013 – 10/2014

### Designations

Russell E. Jacobson has earned the following designation(s) and is in good standing with the granting authority:

- CERTIFIED FINANCIAL PLANNER (“CFP”) Certificant; CERTIFIED FINANCIAL PLANNER Board of Standards, Inc.; 2020
- CERTIFIED EXIT PLANNING ADVISOR® (“CEPA®”) ; EXIT PLANNING INSTITUTE™; 2020

### Description of designation requirements:

#### CERTIFIED FINANCIAL PLANNER™ (CFP®) designation

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

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

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

- Education – Complete college or university-level coursework through a program registered with CFP Board, addressing the major personal financial planning areas identified by CFP Board’s most recent Job Analysis Study;
- Verify that you hold a regionally accredited college or university bachelor’s degree or higher (accreditation must be recognized by U.S. Department of Education at the time the degree is awarded).
- The coursework requirement must be completed before you sit for the CFP® Certification Examination; the bachelor’s degree requirement may be completed after you pass the exam (within five years).
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

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

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

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

### **Description of designation requirements:**

#### **CERTIFIED EXIT PLANNING ADVISOR® (CEPA®) designation**

Formed in 2005, the Exit Planning Institute™ is considered the standard trendsetter in the field of exit planning across the globe. It is the only organization that offers the Certified Exit Planning Advisor Program (CEPA), making it the most widely accepted and endorsed professional exit planning program in the world. Advisors who earn the CEPA designation have the ability to holistically serve business owners’ needs regardless of the timing of their exit.

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

- Education – The The Certified Exit Planning Advisor (CEPA) Program is a five-day executive MBA-style program that includes 23 modules taught by 13 expert instructors, which trains and certifies qualified professional advisors in the field of exit planning. The Value Acceleration Methodology™ is the process taught at the CEPA Program, which integrates exit strategy into business, personal, and financial goals of the business owner. Participants who successfully complete the CEPA program, and pass the closed book proctored exam, receive the Certified Exit Planning Advisor® (CEPA®) credential
- Experience Requirement – Five years or more, full-time or equivalent, experience working directly with business owners as a financial advisor, attorney, CPA, business broker, investment banker, commercial lender, valuation advisor, estate planner, insurance professional, business consultant or a similar professional capacity plus an undergraduate degree from a qualifying institution; if no qualifying degree must submit additional professional work experience (two years of relevant professional experience may be substituted for each year of required undergraduate studies).
- Ongoing Requirements – The Certified Exit Planning Advisor (CEPA) credential must be renewed every three (3) years. Renewal application with payment is due no later than December 31 of the year of certification expiration. Renewing certification holders must have completed a minimum of 40 hours of exit planning related professional development, or a minimum of 30 hours of exit planning related professional development plus 10 hours of qualifying leadership, authorship, and teaching activities contributing to the exit planning profession.

### **Item 3 Disciplinary Information**

Russell E. Jacobson has no reportable disciplinary history.

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

Russell E. Jacobson is not engaged in any other outside business activity.

### **Item 5 Additional Compensation**

Russell E. Jacobson does not receive any economic benefit from a non-advisory client for the provision of advisory services.

### **Item 6 Supervision**

Brian A. Cox (phone number – 512.215.4009) is a Principal of the firm and is responsible for the supervision of Russell E. Jacobson. He monitors the advice that Russell E. Jacobson provides to clients. He monitors Russell E. Jacobson’s work through remote interactions and Astoria

Strategic Wealth, Inc.'s task management system.