

Item 1: Cover Page



WAVE
Wealth Planning Co.

Wave Wealth Planning, LLC

(615) 724-0058

Form ADV Part 2A – Firm Brochure

October 9, 2024

This Brochure provides information about the qualifications and business practices of Wave Wealth Planning, LLC (“WWP”). If you have any questions about the contents of this Brochure, please contact us at (615) 724-0058. 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.

Wave Wealth Planning, LLC is registered as an investment adviser with the State of Tennessee. Registration of an investment adviser does not imply any level of skill or training.

Additional information about WWP is available on the SEC’s website at www.adviserinfo.sec.gov, which can be found using the firm’s identification number, 312185.

Item 2: Material Changes

Since the last annual update was filed on January 30, 2023, the following changes have been made to this version of the Disclosure Brochure:

- WWP removed Apex Clearing and added Altruist Financial LLC since Altruist evolved from utilizing Apex as their clearing partner to becoming self-clearing in 2023. Items 4 & 12 have been updated accordingly.
- WWP changed its hourly fee. Item 5 has been updated accordingly.
- WWP adjusted its fee schedule and added additional details. Items 4 & 5 have been updated accordingly.

Future Changes

From time to time, we may amend this Disclosure Brochure to reflect changes in our business practices, changes in regulations, and routine annual updates as required. Either this complete Disclosure Brochure or a Summary of Material Changes shall be provided to each Client annually and if a material change occurs in the business practices of Wave Wealth Planning, LLC.

At any time, you may view the current Disclosure Brochure online at the SEC's Public Disclosure website at <http://www.adviserinfo.sec.gov> by searching for our firm name or by our CRD number 312185.

You may also request a copy of this Disclosure Brochure at any time, by contacting us at (615) 724-0058.

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Item 4: Advisory Business

Description of Advisory Firm

Wave Wealth Planning, LLC is registered as an investment adviser with the State of Tennessee. We were founded in December 2020. James “Blake” Bowman is the principal owner of WWP.

Types of Advisory Services

Investment Management Services

We are in the business of managing individually tailored investment portfolios. Our firm provides continuous advice to a Client regarding the investment of Client funds based on the individual needs of the Client. Through personal discussions in which goals and objectives based on a Client's particular circumstances are established, we develop a Client's personal investment policy or an investment plan with an asset allocation target and create and manage a portfolio based on that policy and allocation targets. We will also review and discuss a Client's prior investment history, as well as family composition and background. Account supervision is guided by the stated objectives of the Client as well as tax considerations. Clients may impose reasonable restrictions on investing in certain securities, types of securities, or industry sectors. Fees pertaining to this service are outlined in Item 5 of this brochure.

Altruist

We offer investment advisory services through the custodial platform offered by Altruist Financial LLC (“Altruist”), an unaffiliated SEC- registered broker dealer and FINRA/SIPC member. Custody, clearing, and execution services are provided by Altruist Financial LLC as a self-clearing broker-dealer. Our clients establish brokerage accounts through Altruist. We maintain an institutional relationship with Altruist whereby Altruist provides certain benefits to us, including a fully digital account opening process, a variety of available investments, and integration with software tools that can benefit us and our clients. We are not affiliated with Altruist. Altruist does not supervise us, our advisors, our activities, or our regulatory compliance.

Ongoing Comprehensive Financial Planning

This service involves working one-on-one with a planner over an extended period. By paying a fixed monthly fee, Clients get to collaborate with a planner to develop and implement their plan. The planner will monitor the plan, recommend any changes, and ensure the plan is up to date. Upon desiring a comprehensive plan, a Client will be taken through establishing their goals and values around money. They must provide information to help complete the following areas of analysis: net worth, cash flow, insurance, credit, employee benefits, retirement planning, insurance, investments, college planning, estate planning, etc. Once the Client's information is reviewed, their plan will be built and analyzed, and then the findings, analysis and potential changes to their current situation will be reviewed with the Client. Clients subscribing to this service will receive a written or an electronic report, providing the Client with a detailed financial plan designed to achieve his or her stated financial goals and objectives. If a follow-up meeting is required, we will meet at the Client's convenience. This service may include investment advisory services to some degree. If investment recommendations are made, the Client will be responsible for placing the necessary trades unless accompanied by our Investment Management Service (see above). The plan and the Client's financial situation and goals will be monitored throughout the year and follow-up phone calls and emails will be made to the Client to confirm that any agreed upon action steps have been carried out. On an annual basis, there will be a full review of this plan to ensure its accuracy and

ongoing appropriateness. Any needed updates will be implemented at that time.

Hourly Services

We provide limited scope, one-time engagements at our hourly rate (disclosed in Item 5 of this brochure). Hourly services are available for Clients looking to address specific questions or issues. The Client may choose various topics to cover as agreed to by WWP. For hourly services, the Client will be ultimately responsible for the implementation of any recommendations provided.

Client Tailored Services and Client Imposed Restrictions

We offer the same suite of services to all of our Clients. However, specific Client financial plans and their implementation are dependent upon the Client Investment Policy Statement which outlines each Client's current situation (income, tax levels, and risk tolerance levels) and is used to construct a Client specific plan to aid in the selection of a portfolio that matches restrictions, needs, and targets.

Clients are able to specify, within reason, any limitations they would like to place on discretionary authority as it pertains to individual securities and/or sectors that will be traded in their account, by notating these items on the executed advisory agreement.

Regulatory Assets Under Management

As of January 2, 2024, WWP manages approximately \$6,124,128 on a discretionary basis and \$62,618 on a non-discretionary basis.

Retirement Account Advice

When WWP provides investment advice to Clients regarding Client's retirement plan account or individual retirement accounts, we are fiduciaries within the meaning of Title 1 of the Employee Retirement Income Security Act and/or the Internal Revenue Code, as applicable, which are laws governing retirement accounts. The way we make money creates some conflicts with the client's interests, so we operate under a special rule that requires us to act in your best interest and not put our interest ahead of yours. Under this special rule's provisions, we must:

- Meet a professional standard of care when making investment recommendations (give prudent advice)
- Never put our financial interests ahead of yours when making recommendations (give loyal advice)
- Avoid misleading statements about conflicts of interest, fees, and investments
- Follow policies and procedures designed to ensure that we give advice that is in your best interest
- Charge no more than is reasonable for our services
- Give you basic information about conflicts of interest

Wrap Fee Programs

We do not participate in wrap fee programs.

Item 5: Fees and Compensation

Please note, unless a Client has received the firm's Disclosure Brochure at least 48 hours prior to signing the investment advisory contract, the investment advisory contract may be terminated by the Client within five (5) business days of signing the contract without incurring any advisory fees. How we are paid depends on the type of advisory service we are performing. Please review the fee and compensation information below.

Ongoing Comprehensive Financial Planning and Investment Management Services

Assets Under Management	Monthly	Annual
\$0	\$325	-
\$1-100,000	\$250	1.50%
\$100,001-250,000	\$220	1.50%
\$250,001-1,000,000	\$210	1.25%
\$1,000,001-2,000,000	\$195	1.00%
\$2,000,001-10,000,000	\$195	0.50%
\$10,000,001+	\$195	negotiable

Ongoing Financial Planning fees consist of a one-time upfront charge (typically \$1,000+) based on complexity followed by an ongoing fee (typically ranging from \$195 to \$325 per month), based on complexity, that is paid monthly, in arrears. The upfront portion of the fee is for Client onboarding, data gathering, and setting the basis for the financial plan. This work will commence immediately after the fee is paid and will be completed within the first 90 days of the date the fee is paid. Therefore, the upfront portion of the fee will not be paid more than 6 months in advance. The monthly fee stated above is the minimum acceptable monthly fee for Ongoing Financial Planning. The monthly fee is discounted if the Client has assets under management with us. The Client's monthly fee will be clearly stated on the Client's agreement.

Ongoing Financial Planning clients may also engage WWP for Investment Management services. They pay a fee based on a percentage of assets under management (annual asset-based fee). The annual asset-based fees (for assets under management) are negotiable and are prorated and paid in arrears on a quarterly basis and are based on the average daily balance over the previous quarter. The asset-based fee is a tiered fee and is calculated by assessing the percentage rates using the predefined levels of assets as shown in the above chart. No increase in the annual fee shall be effective without agreement from the Client by signing a new agreement or amendment to their current agreement.

Asset-based fees are directly debited from Client accounts. Accounts initiated or terminated during a calendar quarter will be charged a prorated fee based on the amount of time remaining in the billing period. An account may be terminated with written notice at least 30 calendar days in advance. Since fees are paid in arrears, no refund will be needed upon termination of the account.

The fees may be negotiable in certain cases. The upfront and the ongoing monthly planning fees for this service are paid by electronic funds transfer. This service may be terminated with 30 days' notice. Since ongoing fees are paid in arrears, no refund will be needed upon termination of the account.

Ongoing Comprehensive Financial Planning and Investment Advisory Services

Ongoing Financial Planning fees consist of a one-time upfront charge (typically \$1,000+) based on complexity followed by an ongoing fee, based on complexity, that is paid monthly, in arrears. The minimum ongoing monthly fee is \$325. The upfront portion of the fee is for Client onboarding, data gathering, and setting the basis for the financial plan. This work will commence immediately after the fee is paid and will be completed within the first 90 days of the date the fee is paid. Therefore, the upfront portion of the fee will not be paid more than 6 months in advance. The Client's monthly fee will be clearly stated on the Client's agreement. No increase in the annual fee shall be effective without agreement from the Client by signing a new agreement or amendment to their current agreement.

The fees may be negotiable in certain cases. Fees for this service are to be paid by electronic funds transfer. This service may be terminated with 30 days' notice. Since ongoing fees are paid in arrears, no refund will be needed upon termination of the account.

Hourly Fees

At times, WWP may offer financial planning engagements that are billed on an hourly basis for a particular project or short-term engagement. This fee is typically \$400 per hour. A quote for the requested work will be given and agreed upon before work begins. Half the quoted fee will be due at the beginning of the process while the remainder is due at completion of the engagement. WWP will not bill an amount above \$500 more than 6 months in advance. In the event of early termination by the client, any fees for the hours already worked will be due. Fees for this service may be paid by electronic funds transfer or check.

Other Types of Fees and Expenses

Our fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which may be incurred by the Client. Clients may incur certain charges imposed by custodians, brokers, and other third parties such as custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer, and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual fund and exchange-traded funds also charge internal management fees, which are disclosed in a fund's prospectus. Such charges, fees, and commissions are exclusive of and in addition to our fee, and we shall not receive any portion of these commissions, fees, and costs.

Item 12 further describes the factors that we consider in selecting or recommending broker-dealers for Client's transactions and determining the reasonableness of their compensation.

We do not accept compensation for the sale of securities or other investment products including asset-based sales charges or service fees from the sale of mutual funds.

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

We do not offer performance-based fees and do not engage in side-by-side management.

Item 7: Types of Clients

We provide financial planning, portfolio management services, and investment advice to individuals, high net-worth individuals, small businesses, and non-profit/charitable organizations. We do not have a minimum account size requirement.

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

Investment Principles

The underlying investment principles of WWP are:

- Invest for the long-term (preferably longer than ten years), expect & accept volatility.
- A stock is a piece of business.
- Target great businesses at fair prices that are understandable.
- Target passive index funds that track the general market.
- Do not attempt to time the market or predict the overall economy.
- Do not follow the crowd when buying or selling.
- Maintain a cash reserve that is safe and accessible at all times.
- Patience and time are vital when it comes to investing.
- History is not fully indicative of the future.
- All investing comes with the risk of losing money.

These are not and should be taken as recommendations. These are simply our investment principles. These principles should not be acted upon without consulting an investment professional. These principles may not align with your particular investment goals, risk tolerance, time horizon, etc. These are only for existing investment advisory clients of our firm.

Fundamental Analysis

We utilize fundamental analysis to analyze specific companies. Fundamental analysis is the practice of studying publicly available information about a company to better understand the company. We study a company's management, historical performance, financial statements, capital allocation, etc. and use models to determine what we believe to be the intrinsic value range of the company. When using this method of analysis, we attempt to be conservative in our assumptions and analysis with the goal of finding a company that we can buy at a fair value or, ideally, a discounted price and hold in Client accounts for a long period of time. It is important to remember that buying individual securities may involve more risk than buying index funds that track the general market.

We may buy and hold some level of passive index fund(s) as well as generally concentrated positions in a limited number of individual securities in Client accounts. We characterize this as somewhere between passive and active investing. Some refer to this as Focus Investing. We tend to use this style because we believe in both buying and holding the general stock market as well as specific companies and holding them more directly. Our investment approach involves both value and growth investing. There may be more risk involved in maintaining concentrated stock positions.

Passive Investment Management

Passive investing involves a more hands-off approach. The funds that are used to build passive portfolios are typically index mutual funds, exchange-traded funds, or stocks of individual companies. Passive investment management is generally characterized by low portfolio expenses (i.e., the funds inside the portfolio have low internal costs), minimal trading costs (due to infrequent trading activity), and relative tax efficiency (because the funds inside the portfolio are tax efficient and turnover inside the portfolio is minimal).

Active Investment Management

Active investing involves a more hands-on approach. Individual stocks or funds that generally require more research and decision-making are placed in the portfolio. Active investment management may have higher

portfolio expenses, more trading costs, and potentially less tax efficiency than passive investing. The goal of active investing is to achieve a higher return than you would if you passively invested.

Material Risks Involved

All investing strategies we offer involve risk and may result in a loss of your original investment which you should be prepared to bear. Many of these risks apply equally to stocks, bonds, commodities, and any other investment or security. Material risks associated with our investment strategies are listed below.

Market Risk: Market risk involves the possibility that an investment's current market value will fall because of a general market decline, reducing the value of the investment regardless of the operational success of the issuer's operations or its financial condition.

Business Risk: Business risk involves the possibility that an individual company will run into particular issues that cause its market price or underlying value to be reduced, potentially more than the market and/or its peers.

Strategy Risk: The Adviser's investment strategies and/or investment techniques may not work as intended.

Small and Medium Cap Company Risk: Securities of companies with small and medium market capitalizations are often more volatile and less liquid than investments in larger companies. Small and medium cap companies may face a greater risk of business failure, which could increase the volatility of the Client's portfolio.

Turnover Risk: At times, the strategy may have a portfolio turnover rate that is higher than other strategies. A high portfolio turnover would result in correspondingly greater brokerage commission expenses and may result in the distribution of additional capital gains for tax purposes. These factors may negatively affect performance.

Limited markets: Certain securities may be less liquid (harder to sell or buy) and their prices may at times be more volatile than at other times. Under certain market conditions, we may be unable to sell or liquidate investments at prices we consider reasonable or favorable or find buyers at any price.

Concentration Risk: Certain investment strategies focus on particular companies, asset-classes, industries, sectors or types of investment. From time to time these strategies may be subject to greater risks of adverse developments in such areas of focus than a strategy that is more broadly diversified across a wider variety of investments.

Interest Rate Risk: Bond (fixed income) prices generally fall when interest rates rise, and the value may fall below par value or the principal investment. The opposite is also generally true: bond prices generally rise when interest rates fall. In general, fixed income securities with longer maturities are more sensitive to these price changes. Most other investments are also sensitive to the level and direction of interest rates.

Legal or Legislative Risk: Legislative changes or Court rulings may impact the value of investments, or the securities' claim on the issuer's assets and finances.

Inflation: Inflation may erode the buying power of your investment portfolio, even if the dollar value of your investments remains the same.

Risks Associated with Securities

Apart from the general risks outlined above which apply to all types of investments, specific securities may have other risks.

Commercial Paper is, in most cases, an unsecured promissory note that is issued with a maturity of 270 days or less. Being unsecured the risk to the investor is that the issuer may default.

Common Stocks may go up and down in price quite dramatically, and in the event of an issuer's bankruptcy or

restructuring could lose all value. A slower-growth or recessionary economic environment could have an adverse effect on the price of all stocks.

Corporate Bonds are debt securities to borrow money. Generally, issuers pay investors periodic interest and repay the amount borrowed either periodically during the life of the security and/or at maturity. Alternatively, investors can purchase other debt securities, such as zero coupon bonds, which do not pay current interest, but rather are priced at a discount from their face values and their values accrete over time to face value at maturity. The market prices of debt securities fluctuate depending on factors such as interest rates, credit quality, and maturity. In general, market prices of debt securities decline when interest rates rise and increase when interest rates fall. The longer the time to a bond's maturity, the greater its interest rate risk.

Bank Obligations including bonds and certificates of deposit may be vulnerable to setbacks or panics in the banking industry. Banks and other financial institutions are greatly affected by interest rates and may be adversely affected by downturns in the U.S. and foreign economies or changes in banking regulations.

Municipal Bonds are debt obligations generally issued to obtain funds for various public purposes, including the construction of public facilities. Municipal bonds pay a lower rate of return than most other types of bonds. However, because of a municipal bond's tax-favored status, investors should compare the relative after-tax return to the after-tax return of other bonds, depending on the investor's tax bracket. Investing in municipal bonds carries the same general risks as investing in bonds in general. Those risks include interest rate risk, reinvestment risk, inflation risk, market risk, call or redemption risk, credit risk, and liquidity and valuation risk.

Options and other derivatives carry many unique risks, including time-sensitivity, and can result in the complete loss of principal. While covered call writing does provide a partial hedge to the stock against which the call is written, the hedge is limited to the amount of cash flow received when writing the option. When selling covered calls, there is a risk the underlying position may be called away at a price lower than the current market price.

Exchange Traded Funds prices may vary significantly from the Net Asset Value due to market conditions. Certain Exchange Traded Funds may not track underlying benchmarks as expected. ETFs are also subject to the following risks: (i) an ETF's shares may trade at a market price that is above or below their net asset value; (ii) the ETF may employ an investment strategy that utilizes high leverage ratios; or (iii) trading of an ETF's shares may be halted if the listing exchange's officials deem such action appropriate, the shares are de-listed from the exchange, or the activation of market-wide "circuit breakers" (which are tied to large decreases in stock prices) halts stock trading generally. The Adviser has no control over the risks taken by the underlying funds in which the Clients invest.

Mutual Funds: When a Client invests in open-end mutual funds or ETFs, the Client indirectly bears its proportionate share of any fees and expenses payable directly by those funds. Therefore, the Client will incur higher expenses, many of which may be duplicative. 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.

Item 9: Disciplinary Information

Criminal or Civil Actions

WWP and its management have not been involved in any criminal or civil action.

Administrative Enforcement Proceedings

WWP and its management have not been involved in administrative enforcement proceedings.

Self-Regulatory Organization Enforcement Proceedings

WWP and its management have not been involved in legal or disciplinary events that are material to a Client's or prospective Client's evaluation of WWP or the integrity of its management.

Item 10: Other Financial Industry Activities and Affiliations

No WWP employee is registered, or has an application pending to register, as a broker-dealer or a registered representative of a broker-dealer.

No WWP employee is registered, or has an application pending to register, as a futures commission merchant, commodity pool operator or a commodity trading advisor.

WWP does not have any related parties. As a result, we do not have a relationship with any related parties.

WWP only receives compensation directly from Clients. We do not receive compensation from any outside source. To the best of our knowledge, we do not have any conflicts of interest with any outside party.

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

As a fiduciary, our firm and its associates have a duty of utmost good faith to act solely in the best interests of each Client. Our Clients entrust us with their funds and personal information, which in turn places a high standard on our conduct and integrity. Our fiduciary duty is a core aspect of our Code of Ethics. The firm also adheres to the Code of Ethics and Professional Responsibility adopted by the CFP® Board of Standards Inc. and accepts the obligation not only to comply with the mandates and requirements of all applicable laws and regulations but also to take responsibility to act in an ethical and professionally responsible manner in all professional services and activities.

Code of Ethics Description

This code does not attempt to identify all possible conflicts of interest, and literal compliance with each of its specific provisions will not shield associated persons from liability for personal trading or other conduct that violates a fiduciary duty to advisory Clients. A summary of the Code of Ethics' Principles is outlined below.

- **Integrity** - Associated persons shall offer and provide professional services with integrity.
- **Objectivity** - Associated persons shall be objective in providing professional services to Clients.
- **Competence** - Associated persons shall provide services to Clients competently and maintain the necessary knowledge and skill to continue to do so in those areas in which they are engaged.
- **Fairness** - Associated persons shall perform professional services in a manner that is fair and reasonable to Clients, principals, partners, and employers, and shall disclose conflict(s) of interest in providing such services.
- **Confidentiality** - Associated persons shall not disclose confidential Client information without the specific consent of the Client unless in response to proper legal process, or as required by law.
- **Professionalism** - Associated persons' conduct in all matters shall reflect the credit of the profession.

- **Diligence** - Associated persons shall act diligently in providing professional services.

We periodically review and amend our Code of Ethics to ensure that it remains current, and we require all firm access persons to attest to their understanding of and adherence to the Code of Ethics at least annually. Our firm will provide a copy of its Code of Ethics to any Client or prospective Client upon request.

Investment Recommendations Involving a Material Financial Interest and Conflicts of Interest

Neither our firm, its associates or any related person is authorized to recommend to a Client or effect a transaction for a Client, involving any security in which our firm or a related person has a material financial interest, such as in the capacity as an underwriter, adviser to the issuer, etc.

Advisory Firm Purchase of Same Securities Recommended to Clients and Conflicts of Interest

Our firm and its “related persons” may buy or sell securities similar to, or different from, those we recommend to clients for their accounts at or around the same time as clients. In an effort to reduce or eliminate certain conflicts of interest involving the firm or personal trading, our policy may require that we restrict or prohibit associates’ transactions in specific reportable securities transactions. Any exceptions or trading pre-clearance must be approved by the firm principal in advance of the transaction in an account, and we maintain the required personal securities transaction records per regulation.

Trading Securities At/Around the Same Time as Client’s Securities

Our firm or its “related persons” may buy or sell securities for themselves at or around the same time as clients.

Item 12: Brokerage Practices

Factors Used to Select Custodians and/or Broker-Dealers

Wave Wealth Planning, LLC does not have any affiliation with Broker-Dealers. Specific custodian recommendations are made to the Client based on their need for such services. We recommend custodians based on the reputation and services provided by the firm.

1. Research and Other Soft-Dollar Benefits

We currently receive no research or soft-dollar benefits that we are aware of.

2. Brokerage for Client Referrals

We receive no referrals from a broker-dealer or third party in exchange for using that broker-dealer or third party.

3. Clients Directing Which Broker/Dealer/Custodian to Use

We recommend clients use Altruist and Apex, however, Clients may custody their assets at a custodian of their choice. Clients may also direct us to use a specific broker-dealer to execute transactions. By allowing Clients to choose a specific custodian, we may be unable to achieve the most favorable execution of Client transaction, and this may cost Clients money over using a lower-cost custodian.

The Custodian and Broker We Use (Altruist)

We offer investment advisory services through the custodial platform offered by Altruist Financial LLC (“Altruist”), an unaffiliated SEC- registered broker dealer and FINRA/SIPC member. Custody, clearing, and execution services are provided by Altruist Financial LLC as a self-clearing broker-dealer. Our clients establish brokerage accounts through Altruist. We maintain an institutional relationship with Altruist whereby Altruist provides certain benefits to us, including a fully digital account opening process, a variety of available investments, and integration with software tools

that can benefit us and our clients. We are not affiliated with Altruist. Altruist does not supervise us, our advisors, our activities, or our regulatory compliance.

How we select brokers/custodians

We seek to recommend a custodian/broker that will hold your assets and execute transactions on terms that are overall most advantageous when compared with other available providers and their services. We consider a wide range of factors, including:

- Combination of transaction execution services and asset custody services
- Capability to buy and sell securities for your account
- Capability to facilitate transfers and payments to and from accounts (wire transfers, check requests, etc.)
- Breadth of available investment products (stocks, bonds, mutual funds, ETFs, etc.)
- Quality of services & prior services to us and our clients
- Competitiveness of the price of those services (commission rates, margin interest rates, other fees, etc.)
- Reputation, financial strength, security, and stability

Your brokerage and custody costs

Altruist generally does not charge you separately for custody services but is compensated by charging you commissions or other fees on trades that it executes or that settle into your Altruist account. Certain trades (for example, ETFs) may not incur Altruist commissions or transaction fees. We seek to minimize or limit these fees when possible. If Altruist charges ongoing account fees, WWP will cover those fees on your behalf. You are responsible for the fees charged (if any) by Altruist for specific trades or changes to your accounts.

Products and services available to us from Altruist

Altruist serves independent investment advisory firms like us. They provide our clients and us with access to their institutional brokerage services (trading, custody, reporting and related services). Altruist also makes available various support services. Some of those services help us manage or administer our clients' accounts, while others help us manage and grow our business.

Services that benefit you

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

Services that may not directly benefit you

Altruist also makes available to us other products and services that benefit us but may not directly benefit you or your account. These products and services assist us in managing and administering our clients' accounts. They make available software and other technology that:

- provide access to client account data (such as duplicate trade confirmations and account statements)
- facilitate trade execution and allocate aggregated trade orders for multiple client accounts
- provide pricing and other market data
- facilitate payment of our fees from our clients' accounts
- assist with back-office functions, recordkeeping, and client reporting

Aggregating (Block) Trading for Multiple Client Accounts

WWP and/or Altruist may combine multiple orders for shares of the same securities purchased for advisory accounts we manage (“block trading”). We will then distribute a portion of the shares to participating accounts in a fair and equitable manner. The distribution of the shares purchased is typically proportionate to the size of the account, but it is not based on account performance or the amount or structure of management fees. Subject to our discretion, regarding particular circumstances and market conditions, when we combine orders, each participating account pays an average price per share for all transactions and pays a proportionate share of all transaction costs. Accounts owned by our firm or persons associated with our firm may participate in block trading with your accounts; however, they will not be given preferential treatment.

Item 13: Review of Accounts

James Blake Bowman, Founder and CCO of WWP, will work with Clients to obtain current information regarding their assets and investment holdings and will review this information as part of our financial planning and investment advisory services. WWP does not provide specific reports to financial planning Clients, other than financial plans.

Client accounts with the Investment Management Service will be reviewed regularly on a quarterly basis by James Blake Bowman, Founder and CCO. The account is reviewed with regard to the Client’s investment policies, suitability, and risk tolerance levels. Events that may trigger a special review would be unusual performance, addition or deletions of Client imposed restrictions, excessive draw-down, volatility in performance, or buy and sell decisions from the firm or per Client's needs.

Clients will receive trade confirmations from the broker(s) for each transaction in their accounts as well as monthly or quarterly statements and annual tax reporting statements from their custodian showing all activity in the accounts, such as receipt of dividends and interest.

WWP may provide written reports to Clients.

Item 14: Client Referrals and Other Compensation

WWP is a fee-only firm and does not sell insurance or investment products, nor does it accept commissions as a result of any product recommendations.

WWP does not receive any economic benefit, directly or indirectly, from any third party for advice rendered to our Clients.

Item 15: Custody

WWP does not accept custody of Client funds except in the instance of withdrawing Client fees.

For Client accounts in which WWP directly debits their advisory fee:

- i. WWP will send a copy of its invoice to the custodian at the same time that it sends the Client a copy.

- ii. The custodian will send at least quarterly statements to the Client showing all disbursements for the account, including the amount of the advisory fee.
- iii. The Client will provide written authorization to WWP, permitting them to be paid directly for their accounts held by the custodian.

Clients should receive at least quarterly statements from the broker-dealer, bank or other qualified custodian that holds and maintains the Client's investment assets. We urge you to carefully review such statements and compare such official custodial records to the account statements or reports that we may provide to you. Our statements or reports may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

Item 16: Investment Discretion

For those Client accounts where we provide Investment Management Services, we maintain discretion over Client accounts with respect to securities to be bought and sold and the amount of securities to be bought and sold.

Investment discretion is explained to Clients in detail when an advisory relationship has commenced. At the start of the advisory relationship, the Client will execute a Limited Power of Attorney, which will grant our firm discretion over the account. Additionally, the discretionary relationship will be outlined in the advisory contract and signed by the Client. In the event we do not maintain discretionary authority for a particular client, this will be indicated in the Client's advisory contract.

Item 17: Voting Client Securities

We do not vote Client proxies. Therefore, Clients maintain exclusive responsibility for: (1) voting proxies, and (2) acting on corporate actions pertaining to the Client's investment assets. The Client shall instruct the Client's qualified custodian to forward to the Client copies of all proxies and shareholder communications relating to the Client's investment assets. If the Client would like our opinion on a particular proxy vote, they may contact us at the number listed on the cover of this brochure.

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

Item 18: Financial Information

Investment advisers are required in this Item to provide you with certain financial information or disclosures about our financial condition. We have no financial commitment that impairs our ability to meet contractual and fiduciary commitments to Clients, and we have not been the subject of a bankruptcy proceeding.

We do not have custody of Client funds or securities or require or solicit prepayment of more than \$500 in fees per Client six months in advance.

Item 19: Requirements for State-Registered Advisers

James Blake Bowman

Born: 1995

Educational Background

- 2017, Bachelor's Degree in Business Administration - Finance, Tennessee Technological University

Business Experience

- 12/2020 - Present, Wave Wealth Planning, LLC, Founder, CCO, Financial Planner
- 11/2021 - 06/2022, Origin Financial (CRD#305353), Financial Planner/Independent Contractor (Part-time)
- 10/2021 - 01/2022, Watson Planning (CRD#114749), Paraplanner/Independent Contractor (Part-time)
- 05/2017 - 12/2020, Northwestern Mutual, Financial Advisor/Representative
- 05/2015 - 05/2017, Northwestern Mutual, College Financial Representative

Professional Designations

CFP (Certified Financial Planner)®: 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. Currently, more than 71,000 individuals have obtained CFP® certification in the United States.

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

- **Education** – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services and attain a bachelor’s degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning.

- **Examination** – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and Client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real-world circumstances
- **Experience** – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- **Ethics** – Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals. Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:
- **Continuing Education** – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- **Ethics** – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their Clients. CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Other Business Activities

James Blake Bowman serves as a Board Member & Chair of the Investment Committee for Insight Counseling Centers (a TN-based non-profit). Blake receives no compensation for this role.

Performance-Based Fees

WWP is not compensated by performance-based fees.

Material Disciplinary Disclosures

No management person at Wave Wealth Planning, LLC has ever been involved in an arbitration claim of any kind or been found liable in a civil, self-regulatory organization, or administrative proceeding.

Material Relationships That Management Persons Have With Issuers of Securities

Wave Wealth Planning, LLC, nor James Blake Bowman, have any relationship or arrangement with issuers of securities, in addition to what is described in Item 10.

Additional Compensation

None

Supervision

James Blake Bowman, Founder and Chief Compliance Officer of WWP, is responsible for supervision. He may be contacted at the phone number on this brochure supplement.

Requirements for State Registered Advisers

James Blake Bowman has NOT been involved in an arbitration, civil proceeding, self-regulatory proceeding, administrative proceeding, or a bankruptcy petition.



WAVE

Wealth Planning Co.

Wave Wealth Planning, LLC Form ADV Part 2B – Brochure Supplement

(615) 724-0058

October 9, 2024

James Blake Bowman - Individual CRD# 6488916

Founder & Chief Compliance Officer

This brochure supplement provides information about James Blake Bowman that supplements the Wave Wealth Planning, LLC (“WWP”) brochure. A copy of that brochure precedes this supplement. Please contact James Blake Bowman if the WWP brochure is not included with this supplement or if you have any questions about the contents of this supplement.

Additional information about James Blake Bowman is available on the SEC’s website at www.adviserinfo.sec.gov which can be found using the identification number 6488916.

Item 2: Educational Background and Business Experience

James Blake Bowman

Born: 1995

Educational Background

- 2017, Bachelor's Degree in Business Administration - Finance, Tennessee Technological University

Business Experience

- 12/2020 - Present, Wave Wealth Planning, LLC, Founder and CCO
- 11/2021 – 06/2022, Origin Financial (CRD#305353), Financial Planner/Independent Contractor (Part-time)
- 10/2021 - 01/2022, Watson Planning (CRD#114749), Paraplanner/Independent Contractor (Part-time)
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Professional Designations

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- **Examination** – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and Client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real-world circumstances
- **Experience** – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and

- **Ethics** – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals. Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:
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 - o **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 the CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Item 3: Disciplinary Information

No management person at Wave Wealth Planning, LLC has ever been involved in an arbitration claim of any kind or been found liable in a civil, self-regulatory organization, or administrative proceeding.

Item 4: Other Business Activities

James Blake Bowman serves as a Board Member & Chair of the Investment Committee for Insight Counseling Centers (a TN-based non-profit). Blake receives no compensation for this role.

Item 5: Additional Compensation

None

Item 6: Supervision

James Blake Bowman, Founder and Chief Compliance Officer of WWP, is responsible for supervision. He may be contacted at the phone number on this brochure supplement.

Item 7: Requirements for State Registered Advisers

James Blake Bowman has NOT been involved in an arbitration, civil proceeding, self-regulatory proceeding, administrative proceeding, or a bankruptcy petition.