

Item 1 Cover page

TIP TOP FINANCIAL ADVISORS

Investment Advisor Brochure Form ADV Part 2A

January 2nd 2024

Tip Top Financial Advisors
1261 Greenview lane
Gulf Breeze, Florida 32563
8507761157

This Brochure provides information about the qualifications and business practices of Tip Top Financial Advisors. If you have any questions about the contents of this Brochure, please contact us at 8507761157 . Wayne Phillips is a registered investment representative and President of Tip Top Financial Advisors . Registration of an Investment Adviser or Registration of an Investment Adviser representative does not imply any level of skill or training

Information on Wayne Phillips, President of Tip Top Financial Advisors, is available on www.brokercheck.finfa.org

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ITEM 2 Material Changes

This ADV Part 2 has material changes that begin in 2024. Please read the material carefully. The changes are outlined in Item 5. This item contains a new fee structure beginning in January 2024- If there are any questions please contact the office at 85 0776115 7

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Advisory Business and Clients

Tip Top Financial Advisors” Company” is the developer of the Life Investment Plan “Plan” as well as the discretionary portfolio managers for the “Plan”. In these roles Tip Top Financial Advisors evaluates models designed using investments in stocks, mutual funds, exchange traded funds (“ETFs”), and in some instances other exchange trade products (“ETPs), including exchange traded notes (“ETNs”), and may in the future be expanded to include other securities. As part of the evaluation process all clients will be qualified via suitability queries and in dept interviews

Advisor may also collect additional information regarding your preferences related to market exposure, tax concerns, securities selection and investment lifecycle. Using this information, your Advisor will present for your consideration and selection a “ Investment Plan” using one or more models

Trades will occur may be initiated as a result of deposits into or withdrawals from your Account and periodic rebalancing due to changes in the relative market value of investments that cause deviations from a Model, or changes to the Model made by the Asset Manager. If you to receive the services offered by the Program, you must (1) Complete a New Account Application; (2) Execute the Advisory Agreement Signature Page; and (3) Execute the Interactive Broker Agreement (Custodian). After the applications and agreements are reviewed and approved by the “company” and Interactive Brokers , respectively, your Program Account will be established and will be eligible to be funded. Prior to funding and recommendations through the “ Plan”, you will be supplied with the information in easy to read format along with a CRS form which invites questions to be asked of Tip Top Financial Advisors. Tip Top reserves the right to add to or modify the documentation required to be submitted before a Program Account will be established.

You acknowledge and agree that the investment advice provided under the Program will be based exclusively on your Investment Profile and preferences, as documented in your New Account Application. In addition, you confirm that all of the information provided in your New Account Application, including the Investment Profile, is true, accurate, current and complete in all respects, and that you have the authority to provide such information to Tip Top Financial Advisors

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Item 5 Fees and Compensation

Tip Top Financial Advisors offers investment management services for fee based on a percentage of assets under management as shown below. Fees are accrued daily in arrears.

Fees will be assessed pro rata in the event the agreement is executed, or terminated, at any time other than the first or last day respectively of a calendar quarter. The annual fee schedule for a managed account is as follows:

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2.00% per Annum for \$25.00-\$2,499.99

1.00% per Annum for \$25,000-\$4,999,999.99

.75% per Annum for \$5,000,000 and over

The custodian, Interactive Brokers, deducts fees after the close of each day based on the fee structure above. Tip Top Financial Advisors offers investment management services for fee based on a percentage of assets under management as shown above. Fees are calculated by multiplying the fee per annum divided by 365 (1/365). Fees will be assessed pro rata in the event the agreement is executed, or terminated, at any time other than the first or last day respectively of a calendar quarter.

Important information about the deduction of advisory fees

- Clients must provide authorization for Tip Top Financial Advisors to deduct fees by signing the investment management agreement.
- At least quarterly, clients will receive a detailed statement from the custodian, which shows their holdings and outlines our fees and how they are calculated.

Clients are responsible for reviewing the accuracy of fees being billed, as the custodian will not do so.

Our fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which shall be incurred by the client. Clients may incur certain charges imposed by custodians, brokers, third party investment and other third parties such as fees charged by managers,

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

We currently do not manage accounts based on performance-based fees.

Performance-based fee arrangements may provide a heightened incentive for us to make investments that may present a greater potential for return but also a greater risk of loss and that may be more speculative than if only asset-based fees were applied. In addition, the side-by-side management of accounts that pay performance-based fees and accounts that only pay a fixed-rate fee may create a conflict of interest as we may have an incentive to favor accounts with the potential to receive greater fees.

We are guided by fiduciary principles in the management of conflicts of interest and apply our fiduciary obligation in every aspect of our dealings with clients, regardless of the account relationship, assets under management or fee structure.

Item 7 - Types of Clients

Top Financial Advisors provides portfolio management services to individuals, small businesses, and nonprofit organizations. A minimum balance of \$ 25.00 in cash or securities is required to open an account.

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

- A. We actively search out and carefully research companies that are potential long-term holdings. Tip Top Financial Advisors work closely with various modeling services to obtain the best allocation for our client. Our Models include Stocks, ETFs, Bonds, and other prudent investments depending on the client's profile. All our portfolio recommendations will align with the clients' needs and objectives based on the suitability surveys and interviews. Tip Top Financial advisors are bound by the fiduciary duty to place clients' needs above that of our own.

Your Advisor

To determine which Models are appropriately suited to your needs, your Advisor will assist you with completing an Investment Profile. This process is used to identify Models that are consistent with your investment objective, risk tolerance, and investment time horizon. Your Advisor may also collect additional information regarding your preferences related to market exposure, tax concerns, securities selection and investment lifecycle. Using this information, your Advisor will present for your consideration and selection a Model or Models for your Program Account

Investing in the Program entails risk, including loss of principal. The securities held in your Program Account are subject to multiple risks, including market, credit, liquidity, currency, economic and political risk. Investments in the Program are not insured and there is no guarantee that the Models recommended to you will accomplish your investment objectives.

Strategic, Tactical, Tax Aware and Income Distribution Models offer investors access to varied investment styles and objectives; however, TTFA makes no representation or warranty that any particular investment style or Model will be profitable, or that any style or Model is more likely than another to achieve an investor's objectives.

C Some of the material sources of risk include:

Market Risk.

Stock prices fluctuate in response to many factors including the activities of individual companies, general market and economic conditions, and investor behavior. Given the unpredictability of many of these factors, especially in the short term, Clients may experience significant drawdowns from time to time.

Concentration Risk.

The strategy may result in a more concentrated exposure to a particular risk factor than a passive index strategy. More concentrated exposure to an asset class entails higher risk. In addition, we may hold a limited number of individual equity positions in a clients' account, which reduces the benefit of diversification, and subsequently carries a higher risk. This is highly dependent on the clients Investment Plan- For example growth stocks and some small and medium stocks or new equities may experience volatility

Fundamental analysis. Forecasting financial performance is an inexact process of estimation which may also result in errors of judgment or analysis. Investment performance may suffer if our assessment of a business or its prospects is incorrect

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Disciplinary Information

Registered investment advisers are required to disclose all legal or disciplinary events that would be material to a client or potential client's evaluation of the firm. Tip Top Financial advisors have no information applicable to this Item.

Item 10 - Other Financial Industry Activities and Affiliations

None

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

We have adopted a Code of Ethics for all supervised persons of the firm describing its high standard of business conduct, and fiduciary duty to its clients. The Code of Ethics includes provisions relating to the confidentiality of client information, a prohibition on insider trading and personal securities trading procedures, among other things. All supervised persons at Tip Top Financial Advisors must acknowledge the terms of the Code of Ethics annually, or as amended.

Tip Top Financial Advisors and its employees may buy or sell securities that are also held by clients. Employees may not trade their own securities ahead of client trades, in accordance with our Code of Ethics.

Item 12 - Brokerage Practices

Low transaction cost, advanced technology, size, access to multiple markets, and the ability to manage client trade allocations for multiple separately managed accounts in a single Master Account, are a major determinate in the selection of broker-dealers. Currently, the only broker dealer we use for client accounts is Interactive Brokers LLC .

Client funds and securities are custodied at a broker-dealer in the client's name and Tip Top Financial Advisors receives normal transaction and portfolio reports from the broker-dealer. We may determine that it is equitable and time efficient to aggregate trade orders so that investment opportunities are fairly allocated among clients.

We do receive research or other products or services other than execution from a broker-dealer or a third party in connection with client securities transactions.

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Item 13 - Review of Accounts

Wayne Phillips conducts all the reviews of Client accounts in context to the Individual Investment Plan developed for that client. Accounts will be reviewed post any trading activity to help ensure proper trade execution and settlement. Accounts are also reviewed on an ongoing basis to confirm that there is sufficient equity in the account to implement the strategy and to the Plan model selected for the client

Item 14 - Client Referrals and Other Compensation

Tip Top Financial Advisors does not receive cash or another economic benefit from someone other than the client in connection with its provision of advisory services to the client. In addition, we do not compensate any person for client referrals to Tip Top Financial Advisors . We will not refer a client to an attorney or tax accountant ; however, we will share investment information with them at the written request of the client .

Item 15 – Custody

Tip Top Financial Advisors does not take custody of client funds. All client assets are held at Interactive Brokers LLC , the designated custodian. Daily activity statements are available online through Interactive Brokers via Account Management for the past 364 calendar days, monthly activity statements for the past 23 months and annual statements for the past 3 years. Prior period statements are available in electronic format only (delivered via email) at a small cost.

Client must, upon establishing an account with Custodian through Tip Top Advisors portal, and request Custodian to send Client a statement, at least quarterly, indicating all amounts disbursed from the account including the Performance Fee, if any, paid. It is the Client responsibility to verify the accuracy of the Fee calculation, and Custodian will not determine whether the Fee is accurate or properly calculated.

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Item 16 - Investment Discretion

Tip Top Financial Advisors provides its Advisory Services on a discretionary basis. Before we can exercise discretion with respect to a client's assets, the client and Tip Top Financial Advisors must execute an Investment Advisory Agreement that grants Tip Top Financial Advisors discretionary authority of the account's assets. All client accounts are managed within the parameters for the Strategy as outlined in the Advisor Agreement.

Item 17 - Voting Client Securities

Tip Top Financial Advisors does not vote proxies on securities. Clients are expected to vote their own proxies. The proxies will be sent to you via Interactive Brokers system- Interactive Brokers, our custodian will notify you via email and validate to you when the proxies must be submitted. You will be able to contact Tip Top at 8507761157 to discuss the proxies and how to respond via mail or email

Item 18 - Financial Information

We do not require or accept prepayments from Clients. Florida Code of Regulations requires every investment advisor who has discretionary authority over client funds or securities but does not have custody of same, to maintain at all times a minimum net worth of \$2,500.00. Tip Top Advisors does not collect \$500.00 or more in management fees six or more months in advance.

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Item 19 - Requirements for State Registered Advisers

A. The information regarding Wayne Phillips' education and business background is provided in Part 2B of this Form ADV. He is also the chairman of the board of Tip Top LLC and its companies

B. Our firm is engaged in other business activities, including life insurance.

C. Our firm or a supervised person is not compensated for advisory services with performance-based fees. Performance-based compensation may create an incentive for the adviser to recommend an investment that may carry a higher degree of risk to the client.

D. Our firm or a management person has never been involved in one of the events listed below:

1. An award or otherwise being found liable in an arbitration claim alleging damages more than \$2,500, involving any of the following:

- (a) an investment or an investment-related business or activity.
- (b) fraud, false statement(s), or omissions.
- (c) theft, embezzlement, or other wrongful taking of property.
- (d) bribery, forgery, counterfeiting, or extortion; or
- (e) dishonest, unfair, or unethical practices.

2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:

- (a) an investment or an investment-related business or activity.
- (b) fraud, false statement(s), or omissions.
- (c) theft, embezzlement, or other wrongful taking of property; (d) bribery, forgery, counterfeiting, or extortion; or
- (e) dishonest, unfair, or unethical practices.

E. E. Our firm or any of our management persons has no relationship or arrangement with any issuer of securities that is not listed in in this filing

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This brochure supplement provides information about Wayne Phillips that supplements the Tip Top Financial Advisors' brochure.

Additional information about Wayne Phillips is available on Finra's Website www.Finra.org and www.BrokerCheck.Finra.org

1. Identification

Wayne Phillips
Individual CRD#: 6241117
Tip Top Financial Advisors
1261 Greenview Lane
Gulf Breeze, FL 32563
web site :www.genesisfinacialadvisor.com
Phone :8507761157

Email:

info@genesisfinancialadvisor.com

2. Educational Background and Business Experience

Year of birth: 1946

Education:

Master of Business Administration, Fairleigh Dickinson University, Rutherford NJ
Bachelor of Science University of Frostburg, Maryland

Business background:

Wayne Phillips has been active in business since 1972. He was a manager at Pfizer Labs in New York and New Jersey and Sterling Drug in New York. He was actively involved in Data Management for the Northeast Region working directly with Sales and Marketing . Mr. Phillips founded Phillips Health Care and Tip Top Nutritionals in 1994 and 2004, respectively.

He currently is the CEO of these companies and sits on the board of directors and devotes 10-15 % of his time on Management of Tip Top LLC

Mr. Phillips received his Investment Representative License in 2015 and has been active in The investment community since then . He also has a brokers' and insurance license in Florida to offer variable and fixed annuities

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3. Disciplinary Information

There are no legal or disciplinary events material to a client's or prospective client's evaluation of the supervised person.

4. Other Business Activities

Wayne Phillips is not engaged in any other investment-related besides Tip Top Financial Advisors

5. Additional Compensation

Wayne Phillips receives no economic benefit from non-clients for providing advisory services.

6. Supervision

This item is not applicable.

7. Requirements for State-Registered Advisers

Wayne Phillips has never been involved in an award or otherwise being found liable in an arbitration claim alleging damages more than \$2,500, or otherwise been found liable in any civil, self-regulatory organization, or administrative proceeding.

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