

**Part 2A Appendix 1 of Form ADV: *Wrap Fee Program Brochure***

Item 1 Cover Page

# Genesis Financial Advisors

## Financial Advisory and Financial Planning Agreement

(January 1st, 2023)

Tip Top LLC dba Genesis Financial Advisors  
1261 Greenview Lane  
Gulf Breeze, FL 32563

8507761157

This wrap fee program brochure provides information about the qualifications and business practices of Genesis Financial Advisors (“GFA”). If you have any questions about the contents of this brochure and agreement, please contact us at (8507761157).

## Item 2 Material Changes

ITEM 1: COVER PAGE Please refer to previous page.

ITEM 2: MATERIAL CHANGES Genesis LLC , LLC has updated its ADV Part 2A Disclosure Brochure to reflect the following change(s): Item 2 – clarified certain details relating to advisory fees; . Pursuant to SEC Rules, Genesis LLC will ensure that clients receive a summary of any material changes to this Brochure within 120 days of the close of the Firm’s fiscal year end, along with a copy of this Brochure or an offer to provide the Brochure. Additionally, as Genesis LLC experiences material changes in the future, we will send you a summary of our “Material Changes” under separate cover. For more information about the Firm, please contact the Firm at [nfo@tiptopfinancailadvisor.com](mailto:nfo@tiptopfinancailadvisor.com). Additional information about the Firm and its investment adviser representatives is available on the FINRA ’s website at [www.finra.org](http://www.finra.org) or please visit our web site at [www](http://www).

**Item 2 - Table of Contents**

Item 1 - Cover Page.....

Item 2 - Services, Fees and Compensation.....

Item 3 - Account Requirements and Types of Clients.....

Item 4 - Portfolio Manager Selection and Evaluation, Risk of Loss.....

Item 5 - Client Information Provided to Portfolio Managers .....

Item 6 - Additional Information.....

Item 7- Requirements for State-Registered Advisers.....

## **Item 2 – Services, Fees, and Compensation**

### **The Individual Investment Program – Program Overview**

This brochure describes the Life Investment Platform wrap fee program (“Program”). The Program is an investment management platform through which Genesis Financial Advisors (“GFA”) and its investment adviser representatives (“Advisors”) provide advisory services. Genesis is the sponsor and discretionary portfolio manager of the Program.

The Program provides you with access to a platform of investment strategies (“Models”) designed to support various investment objectives over your investing lifecycle, while taking into consideration your preferences related to market exposure, taxes, and securities selection. The Models are provided to (“GFA”) by unaffiliated asset management firms (“Asset Managers”).

**Fees** Investors in the Program agree to pay an annual fee (“Program Fee”) for the services provided through the Program. GFA has established the following fee schedule for the Program. .5% of Assets Under Management per quarter (\$1-\$250,000 per account )

.33 % of Assets Under Management per annum over \$ 250,000

### **Additional Fees**

Investors in the program agree to pay to following fees for Life Investment Plans when enrolled. \$250.00 per hour with the first hour free of fees– estimate provided when enrolled ½ due at signing ½ due on completion for Individuals and Families ,Companies- For Profit and Non- Profit . A maximum of \$5000.00 will be charged per plan independent of the hours spent in preparations

### **How the Program Fee Is Assessed**

The annual Program Fee is payable in arrears on a Quarterly basis. For purposes of determining the amount of the Program Fee that you will be charged each billing cycle, GFA will calculate the total market value of your Program Account at the end of each business day, defined as any day the New York Stock Exchange is open for trading, including trading on an emergency venue. Using the total market value of your Program Account for each business day of the billing cycle, GFA will calculate an average daily value. Based on the average daily value of your Program Account during the relevant billing cycle, GFA will charge you a prorated share of the annual Program Fee according to the Fee Schedule applicable to your Program Account. For the initial quarter that you are invested in the Program, you will pay a prorated Program Fee based on the average daily value of the assets from the date your Program Account is funded through the last day of the quarterly billing cycle.

All assets held in the Program Account are subject to the Program Fee, including assets acquired through dividend reinvestments and automatic investment programs, as well as any portion of the Program Account maintained in cash or short-term vehicles including, but not limited to, money market funds. For limited periods of time, you may elect to allocate all the assets in your Program Account to cash. If you make this election, you will continue to pay the Program Fee on the full value of your Program Account. For administrative purposes, the quarterly billing cycle generally will not track the calendar months.

GFA will debit the Program Fee directly from your Program Account. GFA, in its discretion, will determine which assets in the Program Account will be liquidated to cover the Program Fee, without regard to tax consequences or cost basis. IB or GFA will send you a statement, at least quarterly,

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## **Item 2 – Services, Fees, and Compensation**

indicating all amounts disbursed from your Program Account, including the amount of the Program Fee. If the Advisory Agreement is terminated other than on the last day of a monthly billing cycle, the Program.

Fee for the final quarter will be prorated and calculated based on the average daily value of the assets in your Program Account over the number of days during the final monthly billing cycle that the Program Account is funded. The Program Fee will be deducted from the liquidation proceeds. certain instances, and in our discretion ,GFA may reduce your Program Fee for one or more quarterly billing cycles. For purposes of calculating the Program Fee, GFA will combine the dollar value of accounts owned by family members who reside in the same household. Eligible accounts are linked based on addresses. Abbreviations, misspellings, and other variations may prevent eligible accounts from being linked. Please work with your advisor to ensure the address for each of the accounts owned by your household is an exact match. Eligible accounts are linked periodically. The Program Fee will be assessed without regard to any other account until linking is completed.

### **Additional Fees You May Incur**

The mutual funds, ETFs, and other exchange traded products (ETPs) held in your account charge fees and expenses that are in addition to the Program Fee. The fees and expenses of the mutual funds and ETFs, including management fees, distribution fees and administrative expenses, are discussed in each fund's prospectus or statement of additional information and are charged against the assets in the fund. You will not pay a sales charge or a brokerage transaction fee on the purchase or sales of securities in your Program Account. Some mutual funds impose short-term trading fees, as described in their prospectuses.

The Program Fee does not include, and the account will be charged separately by IB for ancillary services such as returned checks or drafts, express mail fees, wire transfer fees and fees associated with a Non-Program Account. Please see the IB's Client Agreement for additional information regarding fees for ancillary services.

One Time Fees for preparation of the Life Investment Plan are collected ½ at signing of the application and approval by GFA and IB and 1/2 at the time of completion. ONE hour is FREE for this service .These fees include suitability research, modeling and strategic and tactical approaches that meet the clients' needs. Normally they may take up to month to develop and create . Once the Plan is developed and given to the client, he or she will be informed that he or she may obtain services from other brokers or advisors using the paid plan as a template . This is also discussed in the CRS form when given to the client . The one- time fee Plan fee is independent of the program Assets Under Management Fee

Participating in the Program may cost you more or less than purchasing advice, brokerage services and custody separately, depending on factors such as the cost of the services if provided separately and the level of trading in the account. You may be able to purchase the securities held in the Program Account in a brokerage account outside of the Program, which may be more economical depending on a number of factors including, share class availability, the length of time the securities are held, whether you pays an annual advisory fee, whether you pay a front-end or back-end sales charge, the level of trading activity in the account, and whether mutual fund shares, if any, are purchased from a single fund family or multiple fund families. Generally, the type of clients that may

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## **Item 2 – Services, Fees, and Compensation**

find a commission-based account to be a more cost-efficient option than are those who plan to buy and hold their mutual funds for long periods, those that will qualify for breakpoint commission discounts, and those that are not interested in the investment advice, active management and additional services offered through the Program. You should carefully consider whether your financial needs are best met through an account with potentially lower costs that offers fewer services or through an account with potentially increased costs that provides you with enhanced services, such as ongoing investment advice and monitoring. If you plan to sell securities or liquidate other investment vehicles to fund your Program Account, you should also consider the cost of any back-

Page 8  
end sales charges, surrender penalties, taxes, other fees, or loss of contractual benefits that you may incur. Rebalancing and other transactions performed to facilitate changes to the Models in your Program Account will not result in any additional charges. The frequency of transactions within your Program Account will vary based on the investment style of the Models you select, and the adjustments made to the Models by the Asset Managers. Generally, Tactical Models are likely to experience a greater frequency of the trading than Strategic Models. As a result, paying a fixed fee that covers transactions may be of more benefit to clients who select Models with more frequent trading. Individual stocks, ETFs and other ETPs are available through IB .

### **Compensation**

GFA is compensated through the receipt of the Program Fee and will continue to receive such compensation for as long as your assets remain in the Program. The amount of this compensation may be more or less than what would be received if you paid separately for the investment advice, brokerage and other services provided by the Program or participated in other types of advisory or brokerage programs.

### **Promotional Items and Seminar Support Provided to Investment Adviser Representatives**

Advisors are permitted to conduct seminars to educate potential clients about the Program and to encourage them to invest through the Program. Asset Managers are permitted to participate in and contribute to the cost of these client seminars and provide promotional items of nominal value. These seminars could influence the Advisor's decision to recommend programs that provide such support. GFA Advisors mitigates this conflict by disclosing it to you and through its policies and procedures that limit the contributions Asset Managers are permitted to make toward client seminars and that require pre-approval from GFA's supervisory personnel for such events.

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**Item 2 – Services, Fees, and Compensation**

**Due Diligence and Wholesaling Events**

On occasion, Managers may hold meetings at their respective offices, or travel to GFA's office, to educate Advisors about the Asset Manager's investment philosophy and investment strategies. In connection with these meetings, the Asset Manager may provide meals and entertainment to Advisors and may contribute in whole or in part to an Advisor's travel and lodging expenses incurred to attend such a meeting. These events create a conflict of interest for Advisors who participate in that the support provided by an Asset Manager could influence an Advisor's decision as to which Asset Manager to recommend. GFA Advisors mitigates this conflict by disclosing it to you and through its policies and procedures

### **ITEM 3 Account Requirements and Types of Clients**

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

The Program is designed for individual U.S. citizens and lawful permanent residents, and certain entities seeking investment advice regarding both retirement and non-retirement assets. GFA Advisors does not provide investment advice to institutional clients, such as investment companies or pension plans.

You may terminate the Platform Advisory Agreement within five (5) business days of its initial execution without charge. Thereafter, either you or GFA may terminate the agreement at any time upon written notice to the other, which becomes effective when received or as of the date indicated in the notice. If the Advisory Agreement is terminated for any reason, your advisory relationship with GFA and your Advisor will simultaneously terminate, and all features and privileges associated with the Program, will be cancelled and cease. Any assets held in your Program Account after the advisory agreement is terminated may be transferred by IB to a new account on the IB platform



#### **ITEM 4 Portfolio Manager Selection and Evaluation, Risk of Loss**

##### **Portfolio Risk of Loss**

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, GFA 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. Strategic Models will remain fully invested regardless of market conditions. As a result, Strategic Models in general may experience greater losses during periods of market volatility compared to certain Tactical Models, as the Asset Managers of Tactical Models have the option to recommend substantial holdings in cash or cash alternatives, such as money market funds.

Tactical Models also entail risk, and the investment performance of a Tactical Model will be affected by the Asset Manager's decision as to when to move into and out of cash or other asset classes. Significant market declines can occur before an Asset Manager decides to move assets to cash and before GFA Advisors can implement Model changes. Asset Managers who employ a Tactical investment style may remain allocated to cash or cash alternatives during periods of market recovery following an actual market decline, causing the Model and the Program Accounts holding that Model to miss out on participation in a market recovery. Similarly, Asset Managers offering Tactical Models may incorrectly anticipate market trends and recommend exchanging equity and fixed-income holdings for cash or cash alternatives during periods in which equity and fixed-income securities appreciate.

Income Distribution Models are designed to generate income by distributing assets from the Program Account to you, however there is no guarantee that such Models will generate any specific amount of income, or that the income will be available for a period of time sufficient to meet your needs.

Tax Aware Models typically invest in municipal bond funds, which generally pay interest that is free from federal income tax. The Asset Managers of Tax Aware Models may also select other types of securities and employ trading strategies for the purpose of limiting transactions that may result in a realized capital gain. Tax Aware Models are not designed or managed to address the tax needs of any individual investor. You should consult with a tax professional for advice regarding how investing in a Tax Aware Model might affect your personal tax situation

## ***Item 5 Client Contact with Portfolio Managers***

### **Portfolio Risk of Loss**

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### **Client Information Provided to Portfolio Managers**

When establishing an account, you will be asked to complete a Platform new account application and an Investment Profile to document your financial situation, risk profile and investment objective.

You will also be given an opportunity to place reasonable investment restrictions on your account.

GFA Advisors will share this information as necessary to establish and maintain your account. Your financial information and account restrictions will not be shared with the Asset Managers, IB or with the portfolio managers of the funds held in your Program Account.

We will also collect general information including your name, a street address, date of birth, and an identification number, such as a Social Security Number. We may also ask to see your driver's license or other identifying documents that will allow us to identify you. This information may be shared between GFA and its affiliates. For additional important information, please review our [Privacy Policy](#)

## Item 6 Additional Information

### **Code of Ethics**

GFA Advisors has adopted a Code of Ethics (“Code”) pursuant to Rules 204A-1 and 204- 2 of the Investment Advisers Act of 1940. The Code is intended to reflect the principles that govern the conduct of GFA Advisors and its supervised persons in those situations where Advisors acts as an investment advisor as defined under the Advisers Act. The Code addresses topics such as standards of business conduct, compliance with applicable federal law and the personal securities activities of associated persons. GFA Advisors’ associated persons may invest in the same securities as are recommended to clients, at the same or different times. All associated persons are required to acknowledge receipt of the Code policies. A copy of the Code is available upon request

### **Financial Information**

GFA does not require or solicit prepayment of more than \$1,200 in fees per client six months or more in advance and therefore has not included a balance sheet of its most recent fiscal year. TT is not aware of any financial condition that is reasonably likely to impair its ability to meet its contractual commitments to clients, nor has the firm been the subject of a bankruptcy petition at any time during the past ten years.

### **Custody**

IB is the broker-dealer that serves as the qualified custodian for assets in the Program. Accordingly, IB will hold all book-entry shares of the Program assets and will process all purchases, redemptions, and other transfer of such shares. In addition, IB will receive and distribute dividends and other distributions and send you statements of all activity in your Program Account on no less than a quarterly basis. Investors in the Program authorize IB to give fund and securities disbursement and transfer instructions for the Program Account to IB and its agents

### **No Legal or Tax Advice**

Neither GFA nor its Advisors provide tax, accounting, or legal advice. You should consult with your tax advisor regarding the tax consequences of investing assets in or withdrawing assets from the Program. If you plan to sell securities or other assets to fund your Program Account, you should consider the potential for capital gains and other taxes that may be triggered by the sale.

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

GFA does not directly or indirectly compensate any person for client referrals

## Florida Investment Advisor Registration Process

### State of Florida Investment Advisor Registration Financial Statement Requirements:

- RIAs must submit a balance sheet and income statement.

### Florida Investment Advisor Representative (IAR) Registration Requirements:

- Licensing Requirements: Series 65, Series 66 and Series 7 combined, or CFP, CFA, CIC, ChFC, PFS.
- Each investment advisor representative must submit the form U-4 and ADV Part 2B.

### General Firm Registration Requirements

- Payment of all State of Florida registration filing fees
- *FINRA Entitlement paperwork*
  - In order to file a registered investment adviser application with the state of Florida, one must first apply to the Financial Industry Regulatory Authority (FINRA) for an account (Entitlement) to their WebCRD/IARD on-line system (the web application for the registration of RIA's and their representatives). While RIA's are in no way regulated or supervised by FINRA, the state of Florida uses FINRA's WebCRD/IARD system to process applications.
- *Form ADV 1 (online)*
  - The Form ADV Part 1 is the on-line component to your Firm's registration documentation. Note: The Form ADV Part 1 primarily discloses information about the FIRM. Individual information is primarily disclosed in the Form U4 as detailed below. The Form ADV Part 1 is also the vehicle to upload your Firm's Form ADV Part 2A (Firm Brochure) and Form ADV Part 2B's (Brochure Supplements).
- *Form ADV 2A (paper and online)*
  - The Form ADV Part 2A acts as your Firm's Brochure. It is a narrative description of your services, fees, disciplinary disclosures, as well as several other Firm details. The Form ADV Part 2A must be provided to all Clients and Prospective Clients. The state of Florida requires that the ADV Form 2A be written in "plain English" and easily understood by your clients.
- *Form ADV 2B (paper and online)*
  - The Form ADV 2B is the paper brochure that Investment Adviser Representatives must (in most cases) provide to clients. This form contains employment, educational, conflict of interest, and disciplinary information. Generally, Executive Officers, any person generating investment advice provided to clients, and any representative advising clients must have a Form ADV Part 2B.
- *Client Advisory Contract*
  - Client Advisory Contract including an investment policy statement that meets the appropriate regulatory authority standards for client advisory contracts in Florida state.

- *Policies and Procedures Manual*
  - The firm's Policies and Procedures manual is the guiding document that your firm will use to maintain and enforce your firm's internal policies on all aspects of your business from the handling of client complaints to the training of new Investment Adviser Representatives. It also houses your firm's Business Continuity Plan, Information Security Policy, Anti-money Laundering Policy, and Anti-insider Trading Policy.
- *Privacy Policy Statement*
  - The Firm's Privacy Policy Statement must be provided to all clients at the beginning of the client relationship and annually thereafter. It must disclose how the firm stores, and handles and disseminates client information. Privacy Policy Statements are built to your firm's specifications and designed to meet State of Florida compliance requirements.
- *Code of Ethics*
  - Code of Ethics filing ensuring that you meet the standards of the State of Florida.