



WEALTH OF CONFIDENCE

Wealth of Confidence, LLC

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Form ADV Part 2A – Firm Brochure

(951) 888-0045

Dated July 31, 2019

This brochure provides information about the qualifications and business practices of Wealth of Confidence, LLC, "WOC". If you have any questions about the contents of this Brochure, please contact us at (951) 888-0045. 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.

Wealth of Confidence, LLC is registered as an Investment Adviser with the State of CA. Registration of an Investment Adviser does not imply any level of skill or training. Additional information about WOC is available on the SEC's website at www.adviserinfo.sec.gov which can be found using the firm's identification number 288496.

Item 2: Material Changes

Annual Update

The Material Changes section of this brochure will be updated annually or when the material changes occur since the previous release of the Firm Brochure.

Material Changes Since the Last Update

Form ADV Part 2 requires registered investment advisors to amend their brochure when information becomes materially inaccurate. If there are material changes to an advisor's disclosure brochure, the advisor is required to notify you and provide you with a description of the material changes. Since the advisor is required to notify you and provide you with a description of the material changes. Since WOC's last brochure from January 2019, the following changes have been made:

- ❖ Date that Breanna Reish started Wealth of Confidence: June 9, 2017

Full Brochure Available

If you have any questions regarding this Disclosure Brochure, or whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at: (951) 888-0045 or hello@wealthofconfidence.com

Item 3: Table of Contents

Contents

Item 1: Cover Page	1
Item 2: Material Changes	2
Item 3: Table of Contents	3
Item 4: Advisory Business	4
Item 5: Fees and Compensation	7
Item 6: Performance-Based Fees and Side-By-Side Management	10
Item 7: Types of Clients	10
Item 8: Methods of Analysis, Investment Strategies and Risk of Loss	10
Item 9: Disciplinary Information	12
Item 10: Other Financial Industry Activities and Affiliations	13
Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading	13
Item 12: Brokerage Practices	14
Item 13: Review of Accounts	15
Item 14: Client Referrals and Other Compensation	15
Items 15: Custody	16
Item 16: Investment Discretion	16
Item 17: Voting Client Securities	16
Item 18: Financial Information	16
Item 19: Requirements for State-Registered Advisers	16
Form ADV Part 2B - Brochure Supplement	19

Item 4: Advisory Business

Description of Advisory Firm

Wealth of Confidence, LLC is registered as an Investment Adviser with the State of CA. We were founded in April 2017.

Breanna Reish is the principal owner of WOC. WOC currently reports \$2,710,000 in discretionary Assets Under Management.

The firm provides fee-only financial planning, tax planning, and investment management services. Depending upon each client's unique circumstances or specific request, these services may be broad-based or focused on particular areas of interest or need. The firm holds itself to a fiduciary standard, which means WOC and its associates will act in the utmost good faith and performing in a manner believed to be in the best interest of its clients.

WOC is a fee-only financial planning, tax planning, and investment advisory firm. The firm does not sell annuities, insurance, stocks, bonds, mutual funds, limited partnerships, or other commissioned products. The firm is not affiliated with entities that sell financial products or securities. WOC does not accept commissions, referral or finder's fees of any kind.

Types of Advisory Services

As discussed below, WOC offers its clients comprehensive financial planning and investment advisory services, tax planning, and estate planning services.

WOC offers a variety of service options:

- ❖ Foundation Assessment - One-Time Plan
- ❖ Investment Management
- ❖ Employee Financial Wellness
- ❖ Employee Benefit Plan Services
- ❖ Financial Courses
- ❖ Ongoing Financial Planning
- ❖ Hourly/Limited Scope Consulting
- ❖ Speaking
- ❖ Group Planning & Coaching

Foundation Assessment – One Time Plan

The one-time plan service is a set of meetings that include client data gathering, analyzing the data provided, creating a plan and presenting recommendations to the client. Financial advice and/or plans are based upon the information disclosed by the client or their legal agent, and incorporate the client's financial situation at the time the plan is presented. In performing its services, the firm may, but is not required to, verify information received from the client or from the client's agents. Clients purchasing 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. Clients may take this plan and implement it on their own or have WOC assist with the implementation under the ongoing planning service. WOC is not responsible for implementation or non-implementation if clients just engage WOC for a one-time plan.

In general, the financial plan will address any or all of the following areas of concern. The client and advisor will work together to select the specific areas to cover. These areas may include, but are not limited to, the following:

- ❖ Retirement Planning
- ❖ Investment Review
- ❖ Financial & Life Goals
- ❖ Cash Flow Review
- ❖ Debt Review & Paydown Strategy
- ❖ Pension Review
- ❖ Insurance Review
- ❖ Tax Review
- ❖ Estate Plan Review
- ❖ Employee Benefits Review
- ❖ Student Loan Review
- ❖ Social Security Review

Wealth of Confidence one-time financial plans include:

- Organize client information and data
- Assess current situation and what the client have now (assets. liabilities, available employee benefits, etc.)
- Current product and account research and evaluation
- Suggest changes that will save money, help hit specific goal/s, or just make the situation better.
- Create a game plan for the client to deploy with or without the guidance of Wealth of Confidence.
- Answer specific questions

Ongoing Financial Planning

This service involves working one-on-one with a planner over an extended period of time that includes plan monitoring and continuous implementation. Clients receive access to a planner who will work with them to create a plan, implement, and re-evaluate it over time. The planner will monitor the plan, recommend any changes and ensure the plan is up to date.

Clients will have scheduled meetings throughout the term of engagement. In addition to scheduled meetings, clients will have access to WOC via meetings, phone, email correspondence.

Services in this engagement may include, but are not limited to, the primary areas:

- | | |
|---------------------------------|--------------------------------------|
| ❖ Retirement Planning | ❖ Insurance Planning |
| ❖ Financial & Life Goals | ❖ Estate Planning |
| ❖ Tax Planning | ❖ External Account Investment Review |
| ❖ Employee Benefits Planning | ❖ Goal Creation & Prioritization |
| ❖ Tax Planning | ❖ Emergency Savings |
| ❖ Education Funding | ❖ Debt Management |
| ❖ Retirement Income Planning | ❖ Insurance Reviews & Planning |
| ❖ Wealth Transfer Planning | ❖ Large Purchase Planning |
| ❖ Inheritance/Windfall Planning | ❖ Social Security Planning |
| ❖ Family Education | ❖ Pension Planning |

Investment Management

Clients with assets to manage, will also be eligible for investment management services. WOC 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, create and manage a portfolio based on that policy and allocation target. During our data-gathering process, we determine the client's individual objectives, time horizons, risk tolerance, and liquidity needs. We may 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 (e.g. maximum capital appreciation, growth, income, or growth and income), 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. WOC manages client investments accounts on a discretionary basis please see item 16.

Any client under the investment only reasonable will need to pay hourly for advice that falls outside the scope of investment account administration. Clients under investment only relationships may add on comprehensive financial planning at any time.

Hourly Financial Planning & Consulting Services

WOC provides hourly work for a limited scope of planning or consulting based on the needs of the client. Services in this engagement may include, but are not limited to, the primary areas:

- ❖ Retirement Planning
- ❖ Financial & Life Goals
- ❖ Tax Planning
- ❖ Employee Benefits Review
- ❖ Debt Pay-Down
- ❖ Accounting & Bookkeeping Services
- ❖ Insurance Planning
- ❖ Estate Planning
- ❖ Investment Review
- ❖ Student Loans Review
- ❖ Cash Flow Review

Employee Benefit Plan Services

Our firm provides employee benefit plan services to employer plan sponsors on an ongoing basis. Generally, such services consist of assisting employer plan sponsors in establishing, monitoring and reviewing their company's participant-directed retirement plan and/or health savings account plan. As the needs of the plan sponsor dictate, areas of advising could include: investment options, plan structure and participant education.

In providing employee benefit plan services, our firm does not provide any advisory services with respect to the following types of assets: employer securities, real estate (excluding real estate funds and publicly traded REITS), participant loans, non-publicly traded securities or assets, other illiquid investments, or brokerage window programs (collectively, "Excluded Assets"). All retirement plan consulting services shall be in compliance with the applicable state laws regulating retirement consulting services. This applies to client accounts that are retirement or other employee benefit plans ("Plan") governed by the Employee Retirement Income Security Act of 1974, as amended ("ERISA"). If the client accounts are part of a Plan, and our firm accepts appointments to provide services to such accounts, our firm acknowledges its fiduciary standard within the meaning of Section 3(21) or 3(38) of ERISA as designated by the Retirement Plan Consulting Agreement with respect to the provision of services described therein. The appropriate Employer Benefits Plan Service providers will be selected upon initial consultation, based on size, demographics, and needs of the plan and may vary depending on the specifics of each engagement. Fees pertaining to this service are outlined in Item 5 of this brochure.

Employee Financial Wellness (One-on-one or Group)

Companies can hire Wealth of Confidence to provide one-on-one financial guidance. During the meetings WOC will discuss the items that apply to employee: Employee benefits, student loan debt, consumer debt, budgeting, cash flow, estate planning, insurance planning, minor tax planning and goal planning. Employee financial wellness programs do not include fiduciary responsibility to the retirement plan that is sponsored by the company.

Educational Seminars and Speaking Engagements

We may provide seminars on an "as announced" basis for groups seeking general advice on investments and other areas of personal finance. The content of these seminars will vary depending upon the needs of the attendees. These seminars are purely educational in nature and do not involve the sale of any investment products. Information presented will not be based on any individual's person's need, nor does WOC provide individualized investment advice to attendees during these seminars.

Group Planning & Coaching

Group planning and coaching is for groups up to 4 people. Group planning & coaching includes organization, goal setting, cash flow & budgeting, and task creation for each group member. Planning and coaching will take place via group meetings and one-on-one break out calls. The group may also set up a private group via social media so they can stay in contact and check on goals.

After the group coaching ends group members may become individual ongoing financial planning clients under a new agreement. The length of group planning may be set by the group once the needs are determined.

Financial Courses

WOC may provide financial courses online or in person. The course curriculum may vary depending upon the group and/or topic.

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.

Wrap Fee Programs

We do not participate in wrap fee programs.

CCR Section 260.235.2 Disclosure

For clients who receive our Financial Planning services, we must state when a conflict exists between the interests of our firm and the interests of our client. The client is under no obligation to act upon our recommendation. If the client elects to act on any of the recommendations, the client is under no obligation to affect the transaction through our firm.

Item 5: Fees and Compensation

WOC is a fee-only firm. WOC is compensated solely by professional fees received directly from client. WOC does not receive compensation that is contingent on the purchase or sale of a financial product. Neither WOC, nor any related person of WOC, accepts any sales commissions, referral fees, service fees, or other form of compensation from any third party, nor does WOC or any related person compensate anyone else directly or indirectly for client referrals. Fees are generally negotiable and are paid as described below. WOC's fees and the specific manner in which the fees are charged is established in each advisory agreement with the client. In no event will WOC collect more than \$500.00 more than six months in advance from any client.

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.

Foundation Assessment – One Time Plan

One-time plans cover all aspects of financial planning. One-time plans include an organization and data gathering meeting and a plan presentation with action items given upon completion. One-time plans run approximately 1.5-2 months depending upon the scope and meeting schedule of clients. Once the plan presentation meeting has taken place, clients can decide whether to take the plan or hire Wealth of Confidence for ongoing planning. If the client does not engage in ongoing services WOC is not responsible for any tasks that are implemented or not. Initial plans are \$500-\$3,000. WOC will quote an amount at the start of the plan based on the information given. If new information comes to light or extensive time needs to go into investigation, a potential hourly rate may need to be added to the plan. If you hire Wealth of Confidence for ongoing financial planning the ongoing planning fee schedule applies.

One-time plans are negotiable, in certain circumstances, and paid at the beginning of the plan engagement. In some circumstances clients will be allowed to break the fee into payments. If the one-time plan is cancelled by either party WOC will provide an

hourly total of plan work and administrative work, which may include shipping fees for any items that must be mailed. At that part the unearned portion of the plan fee will be refunded.

Ongoing Financial Planning

Ongoing financial planning covers all aspects of planning listed in section 4. All ongoing financial planning will need to start with a one-time plan. The client will move into an ongoing planning where the client will receive tasks and Wealth of Confidence will assist the client complete the tasks that were laid out in the one-time plan. From there the plan is maintained, new strategies are recommended if/as they arise.

Yearly fees range from \$1,200 - \$6,500 and are broken into monthly payments.

Fees are negotiable, in certain cases, and paid in arrears on a monthly basis. No increase in the annual fee shall be effective without agreement from the client by signing a new agreement or amendment to their current advisory agreement. Ongoing plan fees can be directly debited from client accounts, or the client may choose to pay by electronic funds transfer or check. Accounts initiated or terminated during a calendar month will be charged a pro-rated 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 billed in arrears no fees will need to be refunded at the termination of the engagement. However, the client will still need to pay for fees that have been earned and the client may receive an invoice requesting payment.

Investment Management

This service is available when assets are held with the custodian that WOC works with. WOC will monitor, place trades and rebalance accounts, for accounts held with WOC's custodian. Investment management covers the management of accounts with WOC's custodian and the administrative work that comes with these accounts. Investment management does not include financial planning. Clients can add on hourly work or ongoing financial planning if there are any questions or needs that fall outside of the investment management scope. Investment management fees are billed as follows:

- ❖ First \$500,000 = 1%
- ❖ Next \$500,000 = .85%
- ❖ Next \$1,000,000 = .75%
- ❖ Next \$2,000,000 = .65%
- ❖ Over \$4,000,000 = Negotiable

The percent of assets under management will be calculated on the last open-market day of each month. The fee is then divided into a monthly fee and billed to the client. The fee may be negotiable in certain cases. Fees for this service may be paid from investment accounts, electronic funds transfer or check. The fee will be pro-rated for clients that start mid-month. This service may be terminated with 30 days' notice. Since fees are paid in arrears no refund will be needed for ongoing fees. If fees are deducted from accounts directly clients may receive a bill for any earned fees that have not been paid.

Hourly Consulting

Hourly financial planning is offered at a rate of \$200 per hour. Clients will be billed each month for hourly work. WOC may require a minimum set of hours in order to take on a project. If projects take over 4 hours the client will need to pay a retainer fee set by the planner. All retainer work totaling over \$500 will need to be completed within 6 months. In the event of early termination by the client, any fees for the hours already worked will be due and any fee unearned will be returned to the client. Clients can pay via check or electronic payment. After an initial meeting, clients will be given an estimate of hours for the project. For California residents: We are obligated under California statute to inform you that lower fees for comparable services may be available from other sources. This service is not considered a comprehensive financial plan.

Employee Benefit Plan Services

Due to the complex nature and unique specifics of employee benefit plans, we provide a custom fee quote for each individual plan. Generally, this annual fee ranges from 0.30%-1.00% and is based on the assets under management of the plan(s) and the

specific services being provided to the plan sponsor and/or plan participants. Prior to entering into an employee benefit plan services engagement, Advisor and Client will define the specifics of the arrangement and come to a mutual agreement on the fees that will be paid to the Advisor.

Employee Financial Wellness (One-on-one or Group)

Employee benefit plan services are billed at \$1,000 per day. Fees will be due at the end of the week that the work is provided. Packages for specific services can be created and customized for each employer. This price is negotiable and may be paid via check or electronic payment. Financial wellness may be provided pro-bono at WOC's discretion.

Educational Seminars/Speaking engagements

Seminars are offered to organizations and the public on a variety of financial topics. The fee to organizations ranges from \$0 - \$1000 + travel costs per seminar. Half of the fees are due prior to the engagement, and the other half are to be paid the day of, no later than the conclusion of the Seminar. The fee range is based on the content, amount of research conducted, number of hours of preparation needed, and the number of attendees. In the event of inclement weather or a flight cancellation, the Speaker shall make all reasonable attempts to make alternative travel arrangements to arrive in time for the presentation. If travel proves impossible, or the event is otherwise cancelled, the Speaker's fee is waived, but the Client will still be responsible for reimbursement of any non-refundable travel expenses already incurred.

In the event that the Client decides to cancel or change the date of the event for any reason besides weather or similar unforeseen causes, the Client will still be responsible for reimbursement of any non-refundable travel expenses already incurred, and will provide payment for 50% of the Speaker's fee if the cancellation occurs within 30 days of the event. In the event that the Speaker must cancel due to health or similar unforeseen circumstances, the Speaker will make all attempts to find a reasonable alternative engagement date and will absorb any incremental additional costs for obtaining alternative travel arrangements. If an alternative date cannot be obtained, the Client will not be responsible for any travel costs already incurred by the Speaker or any portion of the Speaker's fee. Educational Seminars and Speaking Engagements may be provided pro-bono at WOC's discretion.

Group Planning & Coaching

Group planning and coaching is for groups of two people or more. Group planning and coaching is \$100-200 per group member per month for 12 months. If the group decides to extend the engagement for an additional 6 months they can. If any group member wishes to continue individual work with WOC they may do so under a new ongoing financial planning agreement.

Group planning and coaching fees may be paid via electronic payment or via check. Group planning fees will be paid in arrears. Any money due will be billed. If group planning is cancelled at any time WOC will send a bill for any administrative work performed that has not been paid for at a rate of \$200 per hour. Group planning & coaching fees may be negotiable. Group planning does not include investment management. Investment management can be added as an additional service and falls under the investment management service and fees listed above.

Financial Courses

WOC may provide financial courses online or in person. The course curriculum may vary depending upon the group and/or topic. Course fees may run from \$50-\$1,500 per course. The fee may be paid via electronic payment or check. The fee will be billed at the start of the course. The only time the fee will be reimbursed is if WOC cancels the course. The fee may be negotiable.

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 (e.g., commissions).

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.

CCR Section 260.238(j) Disclosure

Please note, lower fees for comparable services may be available from other sources

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

We do not offer performance-based fees.

Item 7: Types of Clients

We provide financial planning and portfolio management services to individuals, high net-worth individuals, pension and profit sharing plans, charitable organizations, and corporations or other businesses. We do not have a minimum account size requirement.

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

When clients request an Investment Analysis (described in Item 4 of this brochure) as part of their financial plan, or when we perform Investment Supervisory services for clients, our primary method of investment analysis is Passive Investment Management.

Passive Investment Management

We primarily practice passive investment management. Passive investing involves building portfolios that are comprised of various distinct asset classes. The asset classes are weighted in a manner to achieve a desired relationship between correlation, risk and return. Funds that passively capture the returns of the desired asset classes are placed in the portfolio. The funds that are used to build passive portfolios are typically index mutual funds or exchange traded funds.

Passive investment management is 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).

In contrast, active management involves a single manager or managers who employ some method, strategy or technique to construct a portfolio that is intended to generate returns that are greater than the broader market or a designated benchmark. Academic research indicates most active managers underperform the market.

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.

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 the account's 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 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 such factors 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.

Investment Companies Risk. 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. In addition, the client's overall portfolio may be affected by losses of an underlying fund and the level of risk arising from the investment practices of an underlying fund (such as the use of derivatives). ETFs are also subject to the following risks: (i) an ETF's shares may trade at a market price that is above or below their net asset value; (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 client's invest.

Item 9: Disciplinary Information

Criminal or Civil Actions

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

Administrative Enforcement Proceedings

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

Self-Regulatory Organization Enforcement Proceedings

WOC 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 WOC or the integrity of its management.

Item 10: Other Financial Industry Activities and Affiliations

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

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

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

WOC only receives compensation directly from clients. We do not receive compensation from any outside source. We do not have any conflicts of interest with any outside party.

WOC does not recommend or select other investment advisers for clients. WOC does not receive compensation directly or indirectly from any other advisers and does not have any related parties.

Disclosure of Material Conflicts

All material conflicts of interest under CCR Section 260.238(k) are disclosed regarding WOC, its representatives or any of its employees, which could be reasonably expected to impair the rendering of unbiased and objective advice.

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 and represents the expected basis of all of our dealings. 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 matter shall reflect 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 of 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. 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

From time to time, our firm or its “related persons” may buy or sell securities for themselves at or around the same time as clients. We will not trade non-mutual fund securities 5 days prior to the same security for clients.

Item 12: Brokerage Practices

Factors Used to Select Custodians and/or Broker-Dealers

Wealth of Confidence, LLC does not have any affiliation with Broker-Dealers. Specific custodian recommendations are made to 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 soft dollar benefits by nature of our relationship with TD Ameritrade Institutional, Division of TD Ameritrade, Inc., member FINRA/SIPC.

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 do recommend a specific custodian for clients to use, 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 most favorable execution of client transaction and this may cost clients money over using a lower-cost custodian.

The Custodian and Brokers We Use (TD Ameritrade)

WOC participates in TD Ameritrade’s institutional customer program and may recommend TD Ameritrade to clients for custody and brokerage services. There is no direct link between WOC’s participation in the program and the investment advice it gives to its clients, although WOC receives economic benefits through its participation in the program that are typically not available to TD Ameritrade retail investors. These benefits include the following products and services (provided without cost or at a discount): receipt of duplicate client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving WOC participants; access to block trading (which provides the ability to aggregate securities

transactions for execution and then allocate the appropriate shares to client accounts); the ability to have advisory fees deducted directly from client accounts; access to an electronic communications network for client order entry and account information; access to mutual funds with no transaction fees and to certain institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to WOC by third party vendors. TD Ameritrade may also have paid for business consulting and professional services received by WOC's related persons. Some of the products and services made available by TD Ameritrade through the program may benefit WOC but may not benefit its client accounts. These products or services may assist WOC in managing and administering client accounts, including accounts not maintained at TD Ameritrade. Other services made available by TD Ameritrade are intended to help WOC manage and further develop its business enterprise. The benefits received by WOC or its personnel through participation in the program do not depend on the amount of brokerage transactions directed to TD Ameritrade. As part of its fiduciary duties to clients, WOC endeavors at all times to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits by WOC or its related persons in and of itself creates a potential conflict of interest and may indirectly influence WOC's choice of TD Ameritrade for custody and brokerage services.

Aggregating (Block) Trading for Multiple Client Accounts

Generally, we combine multiple orders for shares of the same securities purchased for advisory accounts we manage (this practice is commonly referred to as "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

Client accounts with the Investment Management Service will be reviewed regularly on a quarterly basis by Breanna Reish, President and CCO. The account is reviewed with regards to the client's investment policies 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.

WOC will not provide written reports to Investment Management clients.

Item 14: Client Referrals and Other Compensation

We do not receive any economic benefit, directly or indirectly, from any third party for advice rendered to our clients. Nor do we, directly or indirectly, compensate any person who is not advisory personnel for client referrals.

We receive a non-economic benefit from TD Ameritrade in the form of the support products and services it makes available to us and other independent investment advisors whose clients maintain their accounts at TD Ameritrade. These products and services, how they benefit us, and the related conflicts of interest are described above (see Item 12—Brokerage Practices). The availability to us of TD Ameritrade's products and services is not based on us giving particular investment advice, such as buying particular securities for our clients.

Item 15: Custody

WOC does not accept custody of client funds except in the instance of withdrawing client fees.

For client accounts in which WOC directly debits their advisory fee:

- i. WOC will send a copy of the invoice to the client.
- 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 WOC, 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 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.

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

Registered 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

Breanna Reish

Born: 1982

Educational Background

- 2008– B.S. Business Administration - Financial Planning Concentration, California State University - San Bernardino
- 2009– CFP Coursework, Boston Institute of Finance

Business Experience

- 06/9/2017 – Present, Wealth of Confidence, LLC, President and CCO
- 12/2015 - 05/2017, TriCord Advisors, Inc., Financial Planner
- 07/2010 - 12/2015, HD Vest Investment Services, Financial Planner
- 10/2008 - 11/2015, Stephenson Accounting, Assistant
- 05/2008 - 06/2010, Hargrave & Associates, Inc., Assistant/Paraplanner
- 06/2004 - 10/2008, Wilden Pump & Engineering, Assistant

Professional Designations, Licensing & Exams

CFP (Certified Financial Planner)®: CFP® certificants must have a minimum of three years' workplace experience in financial planning and develop their theoretical and practical financial planning knowledge by completing a comprehensive course of study approved by CFP® Board. They must pass a comprehensive 2-day, 10-hour CFP® Certification Examination that tests their ability to apply financial planning knowledge in an integrated format. As a final step to certification, CFP® practitioners agree to abide by a strict code of professional conduct.

Insurance License: Breanna Reish is not a licensed insurance agent, she does not sell any insurance products, and is not affiliated with any insurance companies.

Other Business Activities

Breanna Reish is involved in a project called One Million Apples, a financial education website, Podcast, blog & YouTube channel for educators. At this time One Million Apples does not receive income.

Performance Based Fees

WOC is not compensated by performance-based fees.

Material Disciplinary Disclosures

No management person at Wealth of Confidence, 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

Wealth of Confidence, LLC, nor Breanna Reish, have any relationship or arrangement with issuers of securities.

Additional Compensation

Breanna Reish does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through WOC.

Supervision

Breanna Reish, as President and Chief Compliance Officer of WOC, is responsible for supervision. She may be contacted at the phone number on this brochure supplement.

Requirements for State Registered Advisers

Breanna Reish has NOT been involved in an arbitration, civil proceeding, self-regulatory proceeding, administrative proceeding, or a bankruptcy petition.

Conflicts of Interest

Pursuant to California Code of Regulations Section 260.238 (k) any material conflicts of interest regarding the investment adviser, its representatives or any of its employees are disclosed to the client prior to entering into any Advisory or Financial Planning Agreement.

Business Continuity Plan

WOC Financial maintains a written Business Continuity Plan that identifies procedures related to an emergency or significant business disruptions, including death of the investment adviser or any of its representatives.



WEALTH OF CONFIDENCE

Wealth of Confidence, LLC

7121 Magnolia Avenue
Suite F
Riverside, CA 92504
(951) 888-0045

Dated July 31, 2019

Form ADV Part 2B – Brochure Supplement

For

Breanna Reish Individual CRD# 5607787

President, and Chief Compliance Officer

This brochure supplement provides information about Breanna Reish that supplements the Wealth of Confidence, LLC (“WOC”) brochure. A copy of that brochure precedes this supplement. Please contact Breanna Reish if the WOC brochure is not included with this supplement or if you have any questions about the contents of this supplement.

Additional information about Breanna Reish is available on the SEC’s website at www.adviserinfo.sec.gov which can be found using the identification number 5607787.

Item 2: Educational Background and Business Experience

Breanna Reish

Born: 1982

Educational Background

- 2008– B.S. Business Administration - Financial Planning Concentration, California State University - San Bernardino
- 2009– CFP Coursework, Boston Institute of Finance

Business Experience

- 06/9/2017 – Present, Wealth of Confidence, LLC, President and CCO
- 12/2015 - 05/2017, TriCord Advisors, Inc., Financial Planner
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Professional Designations, Licensing & Exams

CFP (Certified Financial Planner)®: CFP® certificants must have a minimum of three years' workplace experience in financial planning and develop their theoretical and practical financial planning knowledge by completing a comprehensive course of study approved by CFP® Board. They must pass a comprehensive 2-day, 10-hour CFP® Certification Examination that tests their ability to apply financial planning knowledge in an integrated format. As a final step to certification, CFP® practitioners agree to abide by a strict code of professional conduct.

Insurance License: Breanna Reish is not a licensed insurance agent, she does not sell any insurance products, and is not affiliated with any insurance companies.

Item 3: Disciplinary Information

No management person at Wealth of Confidence, 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

Breanna Reish is involved in a project called One Million Apples, a financial education website, Podcast, blog & YouTube channel for educators. At this time One Million Apples does not receive income.

Item 5: Additional Compensation

Breanna Reish does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through WOC.

Item 6: Supervision

Breanna Reish, as President and Chief Compliance Officer of WOC, is responsible for supervision. She may be contacted at the phone number on this brochure supplement.

Item 7: Requirements for State Registered Advisers

Breanna Reish has NOT been involved in an arbitration, civil proceeding, self-regulatory proceeding, administrative proceeding, or a bankruptcy petition.