

Item 1 Cover Page

Under SEC and similar state rules, our firm is required to deliver to clients or prospective clients a plain English brochure disclosing information about our firm. In addition, we may be required to deliver a brochure supplement disclosing information about one or more of our "supervised persons." This brochure is intended to satisfy these objectives.

Dean Wealth Management, LLC

Official Contact Information:

17074 Interstate Hwy 20 West Lindale, TX 75771 903-526-6669

March 31, 2024

FORM ADV PART 2A BROCHURE

This brochure provides information about the qualifications and business practices of Dean Wealth Management, LLC. If you have any questions about the contents of this brochure, please contact us at 903-526-6669 or 903-881-0444 or by e-mail at Ben@DeanWM.com. The information in this brochure has not been approved or verified by the United States Securities Exchange Commission or by any state securities authority. The statement "a registered investment adviser" does not imply a certain level of skill or training.

Additional information about Dean Wealth Management, LLC is also available on the SEC's website at www.adviserinfo.sec.gov or at www.DeanWM.com.

As used in this brochure, the words "we", "our" and "us" refer to the firm of Dean Wealth Management, LLC and the words "you", "your" and "client" refer to you as either a client or prospective client of our firm. We use the terms "we" and "our" throughout this disclosure brochure to refer to the firm as an entity.

Item 2 Summary of Material Changes

Form ADV Part 2 requires registered investment advisers to amend their brochure when information becomes materially inaccurate. If there are any material changes to an adviser's disclosure brochure, the adviser is required to notify you and provide you with a description of the material changes.

Since our last updating amendment dated March 31, 2023 the firm has changed its name to Dean Wealth Management, LLC and Steve A. Swords has retired. In addition, effective March 31, 2024, Dean Wealth Management, LLC will no longer have a branch office at 613 Chase Dr., Tyler, Texas 75701.

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Item 4 Advisory Business

Dean Wealth Management, LLC (formerly known as Swords Wealth Management, LLC) has been a registered investment adviser since 1988. The firm transitioned from a sole proprietorship to a limited liability company established under the laws of the State of Texas in January 2013. Ben Dean is the majority owner.

The firm provides investment supervisory services approximately 70% of the time in a combination of both non-discretionary and discretionary actions with client assets. These services are most often referred to as "**monitoring**" and "**discretionary management**" services.

As of December 31, 2023, the practice had approximately the following Client accounts:

Discretionary Accounts:	323	\$40,265,599.93
Non-Discretionary Accounts:	52	<u>\$ 5,377,641.76</u>
Total:		\$45,643,241.69

The other 30% of the time is taken up with, on more than an occasional basis, furnishing advice to clients on matters not involving securities specifically such as **general financial and investment planning**, as well as furnishing investment advice through **consultations** or **designated account management** not included in investment supervisory services.

Monitoring and discretionary management services are the foundation of our firm's practice and most clients will engage one of these services. Services generally include developing a perpetual financial and investment plan and implementing the investment aspects of those plans.

These services usually progress through several stages: **initial** financial and investment planning, investment **selection** and placement (or repositioning to strategy), **continual** monitoring and/or management and reporting of investment accounts, and, finally, **regular** meetings with Clients to **update** planning and/or implementation actions. The in-house programs for designated account management include the "MMA-Tactical Aggressive" program, "MMA-Tactical Moderate" program and the "Bradly Retirement Allocation Program" described as follows:

- **MMA-Tactical Aggressive** trades exchange traded funds (ETFs) and /or open-end or closed-end mutual funds, and/or individual stocks or bonds. This program seeks to participate in select domestic and global markets and favored sectors in equity, bond, real estate, or commodity investments (including precious metals or miners). It attempts to take advantage of short-term trends using either regular mutual funds or ETFs, leveraged ETFs, inverse ETFs, individual stocks or bonds, or a combination thereof. Multiple indicators are monitored to help identify developing trends in the markets. It is possible under certain market conditions to be fully invested in cash and/or short-term bonds or bond funds to help protect principal.
- **MMA-Tactical Moderate** trades exchange traded funds (ETFs) and /or open-end or closed-end mutual funds and utilizes the trend weighting strategy. This program seeks to participate in either or both domestic and global markets with a focus on a broad allocation of equity, bond, real estate, or commodity investments (including precious metals or miners). It attempts to reduce the extra risk and trading costs associated with more aggressive trading by placing more emphasis on intermediate trends and the use of regular mutual funds or unleveraged ETFs, and by reducing exposure to leveraged ETFs or inverse ETFs. Multiple indicators are monitored to help identify developing trends in the markets. It is possible under certain market conditions to be fully invested in cash and/or short-term bonds or bond funds to help protect principal.
- **Bradly Retirement Allocation Program** is a program with two primary objectives: low volatility and consistent absolute returns. It uses the trend weighting strategy that could underweight equity exposure by reducing equity allocation as low as 0% if a bearish trend is confirmed. The program is allocated to three (3) "baskets of money": 1) *Yield-focused investments* providing a high dividend yield and total return target between

6% and 8%; 2) *Growth-oriented investments* with a further allocation between money managed accounts [MMAs] that could be exclusively tactical (can have as little as 0% exposure to equities at any given time) or exclusively strategic (maintaining a buy and hold philosophy) as well as growth focused mutual funds or ETFs and limited individual stock ownership; and 3) *Cash or Liquidity Focused Investments* which provide for the investors' current distribution needs; these could include brokerage accounts or Money Market, Income, or Balanced Mutual Funds which allow for systematic liquidations. Allocation between Yield-focused versus Growth-focused investment depends on the risk tolerance of the account holder. To hedge against inflation or loss of purchasing power, the allocation can include positions which give exposure to various commodity and currency markets. The program's goal is to consistently provide returns of at least 6% per year with lower volatility than pure equity market exposure and less than 10% maximum drawdown. No assurance can be given that these objectives will be met. As part of the allocation, MMAs are separately managed with more narrow objectives and may incur higher volatility, additional fees and trading charges [see separate program information].

Selection of Other Advisers

As part of our investment advisory services, we may select or recommend that you use the services of a third-party money manager ("MM") to manage a portion of your investment portfolio in a separate money managed account ("MMA"). After gathering information about your financial situation and objectives, we will recommend that you engage a specific MM or investment program and open a MMA. Factors that we take into consideration when making our recommendation(s) include, but are not limited to, the following: MM's performance, methods of analysis, fees, the custodian of the MMA, your financial needs, investment goals, risk tolerance, and investment objectives. We will periodically monitor the MM's performance to ensure its management and investment style remains aligned with your investment goals and objectives.

The MM(s) will actively manage your designated MMA assuming discretionary investment authority over it. We may assume discretionary authority to hire and fire MM(s) and/or reallocate your assets to other MM(s) where we deem such action appropriate. Dean Wealth Management, LLC may act as solicitor on separately managed accounts. As such we will disclose to the client the total fee as well as Dean Wealth Management, LLC's portion of the total fee.

Types of investments

Types of investments of normal use in the course of the practice include equity securities [including exchange traded funds and other exchange listed or over-the-counter securities], corporate debt securities [such as bonds but not including commercial paper], certificates of deposit, municipal securities, investment company securities [including variable life insurance, variable annuities, and mutual funds shares], United States government securities, options contracts on securities, and interests in nonliquid or ill-liquid investments in real estate, oil and gas interests, equipment leasing, or other direct participation investments.

Item 5 Fees and Compensation

Our firm offers investment advisory services for the following types of compensation:

1. a percentage of assets under monitoring and management
2. a percentage of assets under designated account management
3. hourly charges
4. fixed fees (not including subscription fees)
5. solicitor fees

Fees for initial financial and investment planning or a more abbreviated **custom planning** are billed on either **a fixed fee basis** dependent upon services provided and/or the gross assets of the client, **or an hourly basis**, at various rates, dependent on the services given and/or the billing rates of the professionals and staff performing the services required. Fees may be estimated for a new client and billed to the client on a flat, fixed fee basis for this service.

The most common circumstance is to pay \$2,500 for planning which includes the production of a financial

planning workbook, implementation action steps, and a web-based model for tracking forward progress. (For estates with assets in excess of \$2,000,000 or income in excess of \$300,000 the fee is \$3,000.)

Other **custom planning services** include abbreviated investment planning, basic retirement needs planning, divorce planning, or estate planning as well as a review of existing plans and consultation. Fixed fees for these services range from \$1,000 to \$2,500. Hourly fees are based on \$250 per hour.

Asset Advisory Services (based on percentage of assets under monitoring and management)

After the completed initial financial and investment planning documentation is delivered, additional services including, but not limited to, continual monitoring or management of financial and investment planning decisions are normally agreed upon.

Monitoring and management services and periodic revisions to the asset allocation decisions are provided on both a non-discretionary and discretionary basis with a separate asset schedule adopted for each.

During the monitoring period, occasional strategic or tactical repositioning may be recommended. The intent is to execute advice or discretionary authority with minimal transaction charges.

Annual monitoring and management fees are based on the net asset value on the valuation date of a client's existing investment portfolio assets. Investment portfolio assets include the net equity of all scheduled assets plus any additions to scheduled accounts unless mutually excluded by client and the firm.

These fees are paid quarterly in advance commencing on the date our firm begins to provide such services. If during any period there are contributions to the Investment Portfolio and/or the Employee Savings Plan, we shall be entitled to additional compensation with respect to such contributions, prorated from the date of contribution to the Investment Portfolio and/or the Employee Savings Plan. Such additional compensation with respect to any quarter shall be added to the following quarterly billing. Withdrawals from the Investment Portfolio and/or the Employee Savings Plan during any period will generate a refund of the fees paid prorated from the date of withdrawal for that period.

Monitoring and discretionary management, management services and designated account management services valuation date shall initially be the date each account is funded. Thereafter, the valuation date shall be based on the value of your account(s) on the last business day of the previous quarter with adjustments to fee amounts occurring at the first subsequent billing. The fee schedule for monitoring and discretionary management services is generally the same for all clients. However, the fee may be negotiable depending on size of account, other services being rendered, length of time with an advisory representative or any other factors deemed applicable at the firm's sole discretion. Therefore, the fees paid by some clients may vary from the fees paid by other clients for the same or similar programs or services. All fees assessed for designated account management are individually disclosed to the client and approved by the client.

Fee Schedule as a percentage of assets under monitoring and management:

		<u>Quarterly Fee</u>	<u>Annual Fee</u>	
On first	\$ 500,000	.3750%	1.500%	<i>The Annual Fee Schedule is as follows:</i>
On next	\$ 500,000	.3125%	1.250%	
On next	\$1,000,000	.2500%	1.000%	
On amount over	**\$2,000,000	.1875%	.750%	

**negotiable

Fees are paid quarterly in advance. We will not require prepayment of a fee more than six months in advance and in excess of \$500. Clients may elect to have quarterly fees deducted directly from their accounts or to be billed directly. Fees are only deducted from accounts on which the custodian has agreed to provide regular statements showing all activity including fee withdrawals. Therefore, duplicate invoices are not provided to clients unless requested.

Clients may be charged annual custodial fees, mortality charges and expenses on insurance company accounts, expenses by mutual funds or other investment company accounts, and brokerage or other transaction costs with third-party brokerage accounts which our firm does not share in.

Implementation Costs: Clients may have the option to purchase investment or insurance products that our firm's advisory representatives recommend through other brokers or agents that are not affiliated with our firm. Where investments are purchased through an institutional brokerage platform [i.e. Charles Schwab & Co., Inc.], we receive no markup or commission compensation. Customary brokerage transaction charges may apply.

Clients not requesting investment monitoring or discretionary management services, but merely wishing private consultations to ask questions, etc., will be advised as circumstances dictate. They are charged a flat fee or an hourly consultation fee which is dependent upon the planning service or the billing rates of the professionals providing such consultation.

Termination of services can occur upon thirty days written notice to the other party by certified or registered mail or by email to Ben@DeanWM.com.

Selection of other Advisers

The advisory fee you pay to the MM is established and payable in accordance with the brochure provided by each MM to whom you are referred. These fees may or may not be negotiable. We may share in the advisory fee you pay to the MM. Since this referral fee is a portion of the MM fee you would otherwise pay to the MM, it does not cause you to incur any additional fees. Our compensation may differ depending upon the individual agreement we have with each MM. As such, a conflict of interest exists where our firm or advisory representatives with our firm has an incentive to recommend one MM over another MM with whom we have more favorable compensation arrangements or other advisory programs offered by MMs with whom we have less favorable compensation arrangements.

You will be required to sign an agreement directly with the recommended MM(s). You may terminate your advisory relationship with the MM according to the terms of your agreement with the MM. You should review each MM's brochure for specific information on how you may terminate your advisory relationship with the MM and how you may receive a refund, if applicable. You should contact the MM directly for questions regarding your advisory agreement with the MM.

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

No performance-based fees are charged or accepted.

Item 7 Types of Clients

Our firm generally makes available investment advisory services to individuals, retirement, pensions and profit-sharing plan account owners [including IRA or 401(k) accounts], trusts, estates or charitable organizations or corporations or business entities other than those previously mentioned.

Generally, our clients are individual family households and all registration types owned by the individuals of that household [i.e. IND, JTWROS, CP, IRAs, 401(k), etc.].

While there is no minimum account size, normally, household investments are suggested to be a minimum of \$200,000.

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

Our security analysis methods include charting, fundamental analysis, technical analysis and cyclical analysis. We use the following sources of information: consultation with other investment advisers, financial newspapers and magazines [both hard copy and online], research materials prepared by others, corporate rating services, timing services, annual reports, prospectuses, filings with Securities and Exchange Commission, and company press releases. Investing in securities involves risk of loss the clients should be prepared to bear. Complete loss of principal is possible.

We employ various investment strategies to implement our advice. Strategies generally fall into the following categories: long-term purchases (securities held at least a year); short-term purchases (securities sold within a year); trading (securities sold within 30 days); short sales; margin transactions; option writing, including covered options, uncovered options spreading strategies.

Strategic investment strategies such as the "Asset Allocation" will be impacted by various market trends. A "bullish" trend in equities may cause the equity portion of the strategy to achieve normal returns while the fixed income portion may lose money. A "bearish" trend in equities may cause the equity portion of the strategy to lose money while the fixed income portion may gain. A "neutral" or indeterminate trend in equities may warrant a reduction in equity exposure awaiting clarification. Under some circumstances, both equity and fixed income assets will lose principal at the same time.

Periodically, a trend weighting strategy is developed and approved by the client to assist in guiding investment management of a client's discretionary accounts. The plan is used in conjunction with the Asset Allocation to rebalance or reallocate and/or to under weight or over weight certain portions of their investment allocation to reflect changes in the dominant trend of major market indices; whether good ("bullish"), bad ("bearish"), or in the middle ("indeterminate"). In this way, advisory services are further tailored to Client's unique individual objectives and risk profile.

Tactical investment strategies for some or all accounts of the household attempt to reduce investment risk. Through technical analysis and relative strength weighting, underperforming investments may be under weighted and stronger performing investments may be over weighted.

Regarding third party money managers, there is no guarantee that such management of these accounts will perform as intended. In addition, in some cases such strategies involve more frequent trading which can increase brokerage and other transaction costs and taxes and, therefore, decrease overall performance. Specific equities such as single stock ownership involve significant risks. Business management risk, industry risk, and legal risk are involved in addition to normal market risk. Complete loss of principal is possible. Diversification through multiple asset ownership or mutual funds or index funds may lower risk compared to single stock ownership.

Item 9 Disciplinary Information

Neither our firm nor any of our management persons has any reportable disciplinary information.

Item 10 Other Financial Industry Activities and Affiliations

Our firm's representatives may be engaged in business activities other than giving investment advice on behalf of our firm.

The firm's advisory representatives are personally involved in insurance sales. For these services, they receive commission compensation in addition to any compensation they receive from the firm as advisory representatives to firm clients. To the extent they receive compensation for insurance sales to a firm client and also may receive fee compensation paid by a firm client, a conflict of interest exists. Such conflicts are disclosed in this brochure. In order to mitigate these conflicts, the firm will never charge an advisory fee on insurance products for which they receive a commission. Clients are under no obligation to purchase products Dean Wealth Management, LLC or its management persons may recommend, or to purchase products or services through Dean Wealth Management, LLC, or its management persons.

Recommendation of Other Advisers -We may recommend that you use a third-party adviser ("MM") based on your needs and suitability. We may receive compensation from the MM for recommending that you use their services. These compensation arrangements present a conflict of interest because we have a financial incentive to recommend the services of the third-party adviser. We mitigate these conflicts by disclosing the amount of the fees clearly before the investment is made. You are not obligated, contractually or otherwise, to use the services of any MM we recommend.

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

Our firm's representatives may maintain accounts at Charles Schwab & Co., Inc. ("CS") and may effect transactions in their own account as recommended to clients who hold securities at CS or other similar brokerage accounts. Investments of advisory representatives will be bought and sold on the same basis as the client. In most instances, the positions would be so small and would have an immaterial impact on the pricing or performance of the security.

Code of Ethics: Our firm has adopted a Code of Ethics Policy ["Policy"] to mitigate conflicts of interest from personal trading by associated persons and has established standards of conduct expected of its associated persons. We have set forth in the "Policy" statements of general principles, required course of conduct, reporting obligations, and review and enforcement of the Policy. We will provide a copy of the Code of Ethics Policy to our clients or prospective clients upon written request.

Individuals associated with our firm may buy or sell for their personal account(s) investments identical to those recommended to clients. It is the express policy of our firm that employees shall not have priority in any purchase or sale over clients' accounts. The Policy requires specific course of conduct and implicit fair dealing in all relationships with clients including in trading personal accounts.

Front-running -executing personal trades before pending client orders to take advantage of potential price action is strictly prohibited. All associated persons are expected to adhere strictly to the guidelines of the Policy.

In addition, our firm maintains and enforces written policies reasonably designed to prevent the misuse of **material non-public information** by any person associated with our firm.

Item 12 Brokerage Practices

Our firm receives no soft dollar benefits from recommending a broker dealer or brokerage platform to clients. Further, we cannot directly or indirectly cause brokerage commissions to be marked up or marked down.

The firm receives no client referrals from a broker dealer or third-party brokerage platform referral. As a general rule, we recommend brokerage platforms/custodians that offer clients good order execution and favorable commission prices. We have found Charles Schwab & Co., Inc. to be one such custodian. Normally, client accounts are maintained with only one custodian, however, where situations compel a second custodian, we will not hesitate to advise such. We do not require our clients to direct brokerage.

Clients may be allowed to direct brokerage; however, such direction may result in higher brokerage commissions because we would be unable to aggregate orders to reduce transaction costs or the client may receive less favorable prices.

In some circumstances, **orders to purchase or sell securities may be aggregated** for efficiency, favorable prices, and/or discounted brokerage commission, if available.

Today, many mutual funds impose **short-term redemption fees**. In recent rulemaking (Rule 22c-2 of the Investment Company Act), the SEC appears to be encouraging, though not mandating, the use of short-term redemption fees in order to curb unsavory trading practices that may disadvantage other investors in the same fund. Rule 22c-2 permits registered open-end investment companies to impose a redemption fee not to exceed 2% of the amount redeemed. We will occasionally use accounts held directly at a mutual fund family or variable annuity group or have placed their assets on a brokerage platform where we may use mutual funds as part of the client's allocation. Our firm's philosophy is to invest client accounts in the appropriate mix of investments under the current market conditions. As those conditions change and our investment work changes, client allocations are adjusted. Because our approach is active, there may be instances where the short-term redemption fee is incurred (especially on new accounts).

Item 13 Review of Accounts

All reviews are performed by professional employees as financial planners, not by paraprofessionals or clerical employees. Accounts are reviewed as required by changing economic, investment, or client circumstances. Clients must request reviews unless under continual monitoring and discretionary management, in which case periodic reviews are initiated by the advisory representative. There is no specified number of accounts for each reviewer. **Ben Dean is the reviewer for our firm.**

Comprehensive financial planning clients receive an **initial financial planning report/action plan**. For piecemeal planning or for consultations, clients receive a summary of recommendations and related action items. Investment monitoring and discretionary management clients receive a **quarterly report** summarizing their asset diversification including estimates of a breakdown by type of asset and overall investment performance.

Periodic client meetings incorporate asset re-allocation discussion based on current position reports of asset diversification by time horizon and risk/reward. An Asset Allocation and a trend weighting strategy are reviewed. Cash management plans are reaffirmed.

Item 14 Client Referrals and Other Compensation

We do not provide anyone outside our practice with an economic benefit for client referrals. The firm does not receive any economic benefits for providing investment advice or other advisory services.

As disclosed under Item 5 (Fees and Compensation) in this brochure, our firm may receive compensation (solicitor

fees) from third-party money managers for referring clients. For information on the conflicts of interest these types of arrangements present and how we address the conflicts, please refer to Item-5 of this brochure.

Item 15 Custody

Our firm does not maintain custody of any Client funds or securities. Qualified custodians, brokerage companies, or mutual fund companies provide statements to Clients either by mail or electronically.

Household investment reports furnished by our firm should be compared with account statements received from qualified custodians.

Item 16 Investment Discretion

We may have authority to determine, without obtaining specific client consent, certain securities and amounts to be bought or sold in the client's "discretionary" accounts. Specific accounts allowed this authority are listed on the "Financial and Investment Advisory Agreement -Schedule 1 [1] Discretionary Investment Portfolio Assets." At any time, client may amend Schedule 1[1] to restrict discretionary authority.

In general, clients may limit discretionary authority of accounts by placing accounts on Schedule 1 [2] [i.e. " Nondiscretionary Investment Portfolio Assets"] of the advisory agreement.

Item 17 Voting Client Securities

The firm does not accept the authority to vote client securities. The advisory agreement specifically disclaims this authority.

Clients will receive their proxies or other solicitations directly from their custodian or transfer agent.

Item 18 Financial Information

We do not require or solicit prepayment of more than \$500 in fees per client, six months or more in advance.

We do not currently have any financial condition that reasonably could be expected to impair our ability to meet contractual commitments to clients.

Neither the firm nor its advisers have been the subject of any bankruptcy petition in the past 10 years.

Item 19 Requirements for State-Registered Advisers

Ben Dean is the only management person of our firm. Please refer to the ADV Part 2B Brochure Supplement for his adviser background information.

Our firm is not compensated for advisory services with performance-based fees. Our firm and our management personnel do not have any reportable arbitration claims, civil, self-regulatory organization proceedings or administrative proceedings.

Our firm does not have a material relationship or arrangement with any issuer of securities.

Form ADV Part 2B Brochure Supplement for:

Benjamin Herschel Dean

Official Contact information:

Dean Wealth Management, LLC 17074 Interstate Hwy 20 West Lindale, TX 75771

903-526-6669 or 903-881-0444

Email: Ben@DeanWM.com

March 31, 2024

This brochure supplement provides information about Ben Dean that supplements the firm's brochure. You should have received a copy of that brochure. Please contact us if you did not receive the Form ADV Part 2A firm brochure or if you have any questions about the contents of this supplement.

Additional information about our advisors is available on the SEC's website at www.adviserinfo.sec.gov or www.DeanWM.com.

Please retain this Form ADV Part 2B Brochure Supplement for future reference, as it contains important information. We will provide you with an updated copy of this Brochure only if there are material changes to the information in Item 3 (Disciplinary Information).

Item 2 Educational Background and Business Experience

The business background information provided below is for the last five years.

Your Financial Adviser: Benjamin H. Dean

Year of Birth: 1963

Education: University of North Texas, Denton, TX, BBA, 1986

Business Background:

- Dean Wealth Management, L.L.C., Manager/Advisor, 08/31/2020 to Present
- Dean Wealth Management, L.L.C., Co-Manager/Advisor, 10/2014 to 08/31/2020
- Concorde Investment Services L.L.C., Registered Representative, 02/2014 -02/2014
- Onyx Wealth Advisors, Inc. Director of Adviser Services, 04/2008 -12/2013
- Cambridge Legacy Securities, L.L.C., Registered Representative, 04/2008 -04/2012

Ben has experience in the areas of Financial Planning, Investment Advice, Asset Allocation, Investment Monitoring Services, Securities Transactions, and Insurance Sales. Ben is the chief compliance officer for Dean Wealth Management, LLC.

Certifications: • **Certified Financial Planner (CFP)-(Status-Active)** CFP® 's are licensed and regulated by the CFP Board. The CFP Board is a non-profit organization acting in the public interest by fostering professional standards in personal financial planning through its setting and enforcement of the education, examination, experience, ethics and other requirements for CFP® certification. The CFP® certification marks identify professionals who have met the high standards of competency and ethics established and enforced by the CFP Board. CFP Board's Standards of Professional Conduct require CFP® professionals to act in their clients' best interests. CFP Board's Continuing Education (CE) requirement is designed to increase the professional competency of CFP® professionals. Every two years, CFP® professionals must complete 30 hours of CE accepted by CFP Board, including two hours of CFP Board-approved Ethics CE that focuses on CFP Board's *Standards of Professional Conduct*.

Item 3 Disciplinary Information

Ben does not have, or has never had, any disciplinary disclosures.

Item 4 Other Business Activities

Ben is engaged in business other than giving investment advice. Ben is also an independent insurance agent and spends less than 5% of his professional time on this other business activity.

Please refer to the *Fees and Compensation* section and the *Other Financial Industry Activities and Affiliations* section of the ADV Part 2A firm brochure for additional disclosures on this topic.

Item 5 Additional Compensation

Please refer to the *Fees and Compensation* section and the *Other Financial Industry Activities and Affiliations* section of the ADV Part 2A firm brochure for disclosures on Ben's receipt of additional compensation as a result of his activities as an insurance agent.

Item 6 Supervision

Ben Dean is the Chief Compliance Officer and supervises the activities of the firm's advisors. Ben can be reached at 903-526-6669.

Item 7 Requirements for State Registered Advisers

Ben does not have and has never had, any reportable arbitration claims, has not been found liable in a reportable civil, self-regulatory organization or administrative proceeding, and has not been the subject of a bankruptcy petition.

Form ADV Part 2B Brochure Supplement for:

David Michael Breedlove

Official Contact information:

903-581-4036

Email: Mike@BreedloveFinancial.com

March 31, 2024

Dean Wealth Management, LLC, 17074 Interstate Highway 20 West, Lindale, TX 75771

This brochure supplement provides information about Mike Breedlove that supplements the firm's brochure. You should have received a copy of that brochure. Please contact us if you did not receive the Form ADV Part 2A firm brochure or if you have any questions about the contents of this supplement.

Additional information about our advisors is available on the SEC's website at www.adviserinfo.sec.gov or www.DeanWM.com.

Please retain this Form ADV Part 2B Brochure Supplement for future reference, as it contains important information. We will provide you with an updated copy of this Brochure only if there are material changes to the information in Item 3 (Disciplinary Information).

Item 2 Educational Background and Business Experience

The business background information provided below is for the last five years.

Your Financial Adviser: David Michael Breedlove

Year of Birth: 1945

Education: Bachelors of Business Administration, University of Texas – Arlington, 1969

Business Background:

- Dean Wealth Management, LLC, Adviser, 10/31/2020 to Present
- Breedlove Insurance and Financial Services, Owner/Agent, 04/13/1966 to Present
- Concorde Asset Management, LLC, Investment Adviser Representative, 11/2013 to 10/31/2020
- Concorde Investment Services LLC, Registered Representative, 04/2012 to 10/31/2020
- Onyx Wealth Advisors, Inc. Investment Adviser Representative, 02/2007 -12/2013
- Cambridge Legacy Securities, L.L.C., Registered Representative, 02/2007 -04/2012

Mike has experience in the areas of Financial Planning, Investment Advice, Asset Allocation, Investment Monitoring Services, Estate Planning, Annuity Planning, and Life Insurance Sales.

Certifications: • **Chartered Financial Consultant® (ChFC®)** A Chartered Financial Consultant® must complete the most extensive educational program required for any financial services credential. Each ChFC® has taken nine or more college-level courses on all aspects of financial planning from The American College of Financial Services, a non-profit educator with the highest level of academic accreditation.

The average study time for the program is over 400 hours, and advisers frequently spend years earning this coveted distinction. Each ChFC® must also complete a minimum of 30 hours of continuing education every two years and must meet extensive experience requirements to ensure that their clients get the professional financial advice they need.

• A **Chartered Life Underwriter® (CLU®)** is a financial professional with extensive knowledge of life insurance providing guidance on types and amounts of life insurance and annuities.

• The **Chartered Advisor in Philanthropy® (CAP®)** designation provides comprehensive education on the strategies of philanthropic planning in order to assist clients in applying the best tax strategies, tools, and techniques for charitable giving.

• The **Accredited Estate Planner® (AEP®)** designation is a graduate level specialization in estate planning awarded by the National Association of Estate Planners & Councils (NAEPC) to recognize estate planning professionals who meet stringent requirements of experience, knowledge, education, professional reputation, and character.

Item 3 Disciplinary Information

Mike does not have, or has never had, any material disciplinary disclosures.

Item 4 Other Business Activities

Mike is engaged in business other than giving investment advice. Mike is also a licensed insurance agent and spends more than 60% of his professional time on this other business activity.

Please refer to the *Fees and Compensation* section and the *Other Financial Industry Activities and Affiliations* section of the ADV Part 2A firm brochure for additional disclosures on this topic.

Item 5 Additional Compensation

Please refer to the *Fees and Compensation* section and the *Other Financial Industry Activities and Affiliations* section of the ADV Part 2A firm brochure for disclosures on Mike's receipt of additional compensation as a result of his activities as an insurance agent.

Item 6 Supervision

Ben Dean is the Chief Compliance Officer and supervises the activities of the firm's advisors. Ben can be reached at 903-526-6669.

Item 7 Requirements for State Registered Advisers

Mike does not have and has never had, any reportable arbitration claims, has not been found liable in a reportable civil, self-regulatory organization or administrative proceeding, and has not been the subject of a bankruptcy petition.