

Registered as: Advisor | CRD No. 299807



## Form ADV Part 2A – Firm Disclosure Brochure

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**April 30, 2025**

This Brochure provides information about the qualifications and business practices of Hayes Wealth Advisors, LLC. If you have any questions about the contents of this Brochure, please contact us at (404) 954-1133 or [natalie@hayeswealthadvisors.com](mailto:natalie@hayeswealthadvisors.com). The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state authority.

Hayes Wealth Advisors, LLC is an investment advisory firm registered with the appropriate regulatory authority. Registration does not imply a certain level of skill or training. Additional information about Hayes Wealth Advisors, LLC also is available on the SEC's website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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**Item 2 – Material Changes**

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In the event of any material changes, a summary will be provided to all clients within 120 days of our fiscal year-end. Our last annual amendment was filed on March 28, 2024 and there were no material changes.

At any time, the current Disclosure Brochure is available on the SEC's Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching the firm name or CRD number 299807. A copy of this Disclosure Brochure may be requested at any time, by contacting (404) 954-1133 or [natalie@hayeswealthadvisors.com](mailto:natalie@hayeswealthadvisors.com).

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## Item 4 –Advisory Business

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### Firm Information

Hayes Wealth Advisors, LLC (“HWA”) was formed in 2018, and provides financial planning, portfolio management, and general consulting services to our clients. Natalie Hayes Schmook is the majority principal owner, Managing Member and Chief Compliance Officer of HWA. Please see **Brochure Supplement**, Exhibit A, for more information on Ms. Schmook and any other individuals who formulate investment advice and have direct contact with clients or have discretionary authority over client accounts.

### Services Provided

At the outset of each client relationship, we spend time with you, asking questions, discussing your investment experience and financial circumstances, and broadly identifying your major goals.

You may elect to retain us to prepare a full financial plan as described below. This written report is presented to you for consideration. In most cases, clients subsequently retain us to manage the investment portfolio on an ongoing basis.

For those financial planning clients making this election, and for other clients who do not need financial planning but retain us for portfolio management services, based on all the information initially gathered, we generally develop:

- a financial outline for you based on your financial circumstances and goals, and your tolerance level (the “Financial Profile” or “Profile”); and
- your investment objectives and guidelines (the “Investment Plan” or “Plan”).

The Financial Profile is a reflection of your current financial picture and a look to your future goals. The Investment Plan outlines the types of investments we will make or recommend on your behalf to meet those goals. The Profile and the Plan are discussed regularly with you but are not necessarily written documents.

Finally, where we provide only limited financial planning or general consulting services, we will work with you to prepare an appropriate summary of the specific project(s) to the extent necessary or advisable under the circumstances.

### Financial Planning

We provide comprehensive financial planning services on topics such as retirement planning, risk management, college savings, cash flow, debt management, work benefits, and estate and incapacity planning. We also have specific experience with optometric practices, and can assist with basic planning, retirement plan design and implementation, calculation of value as well as full practice appraisal.

Comprehensive financial planning is a thorough evaluation of a client's current and future financial state by using currently known variables to predict future cash flows, asset values, and withdrawal plans. The key defining aspect of financial planning is that, through the process, all questions, information, and

analysis will be considered as they affect and are affected by the entire financial and life situation of the client. Clients purchasing this service will receive a written or an electronic report, providing you with a detailed financial plan designed to achieve your stated financial goals and objectives.

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:

- **Business Planning:** We provide consulting services for clients who currently operate their own business, are considering starting a business, or are planning for an exit from their current business. Under this type of engagement, we work with you to assess your current situation, identify your objectives, and develop a plan aimed at achieving your goals. We work with all types of businesses but have particular expertise with optometric practices.
- **Cash Flow and Debt Management:** We will conduct a review of your personal or business income and expenses to determine your current surplus or deficit along with advice on prioritizing how any surplus should be used or how to reduce expenses if they exceed your income. Advice may also be provided on which debts to pay off first based on factors such as the interest rate of the debt and any income tax ramifications. We may also recommend what we believe to be an appropriate cash reserve that should be considered for emergencies and other financial goals, along with a review of accounts (such as money market funds) for such reserves, plus strategies to save desired amounts.
- **College Savings:** This includes projecting the amount that will be needed to achieve college or other post-secondary education funding goals, along with advice on ways for you to save the desired amount. Recommendations as to savings strategies are included, and, if needed, we will review your financial picture as it relates to eligibility for financial aid or the best way to contribute to grandchildren (if appropriate).
- **Employee Benefits Optimization:** We will provide review and analysis as to whether you, as an employee, are taking the maximum advantage possible of your employee benefits. If you are a business owner, we will consider and/or recommend the various benefit programs that can be structured to meet both business and personal retirement goals.
- **Estate Planning:** This usually includes an analysis of your exposure to estate taxes and your current estate plan, which may include whether you have a will, powers of attorney, trusts, and other related documents. Our advice also typically includes ways for you to minimize or avoid future estate taxes by implementing appropriate estate planning strategies such as the use of applicable trusts. We always recommend that you consult with a qualified attorney when you initiate, update, or complete estate planning activities. We may provide you with contact information for attorneys who specialize in estate planning when you wish to hire an attorney for such purposes. From time-to-time, we will participate in meetings or phone calls between you and your attorney with your approval or request.

- **Financial Goals:** We will help you identify financial goals and develop a plan to reach them. We will identify what you plan to accomplish, what resources you will need to make it happen, how much time you will need to reach the goal, and how much you should budget for your goal.
- **Insurance:** We conduct a review of existing policies to ensure proper coverage for life, health, disability, long-term care, liability, home, and automobile.
- **Investment Analysis:** This may involve developing an asset allocation strategy to meet your financial goals and risk tolerance, providing information on investment vehicles and strategies, reviewing employee stock options, as well as assisting you in establishing your own investment account at a selected broker/dealer or custodian. The strategies and types of investments we may recommend are further discussed in Item 8 of this brochure.
- **Retirement Planning:** Our retirement planning services typically include projections of your likelihood of achieving your financial goals, typically focusing on financial independence as the primary objective. For situations where projections show less than the desired results, we may make recommendations, including those that may impact the original projections by adjusting certain variables (e.g., working longer, saving more, spending less, taking more risk with investments).

If you are near retirement or already retired, advice may be given on appropriate distribution strategies to minimize the likelihood of running out of money or having to adversely alter spending during your retirement years.

- **Risk Management:** A risk management review includes an analysis of your exposure to major risks that could have a significant adverse impact on your financial picture, such as premature death, disability, property and casualty losses, or the need for long-term care planning. Advice may be provided on ways to minimize such risks and about weighing the costs of purchasing insurance versus the benefits of doing so and, likewise, the potential cost of not purchasing insurance (“self-insuring”).
- **Tax Planning Strategies:** Advice may include ways to minimize current and future income taxes as a part of your overall financial planning picture. For example, we may make recommendations on which type of account(s) or specific investments should be owned based in part on their “tax efficiency,” with consideration that there is always a possibility of future changes to federal, state or local tax laws and rates that may impact your situation.

We recommend that you consult with a qualified tax professional before initiating any tax planning strategy, and we may provide you with contact information for accountants or attorneys who specialize in this area if you wish to hire someone for such purposes. We will participate in meetings or phone calls between you and your tax professional with your approval.

A conflict exists between the interests of the investment adviser and the interests of the client, a client is under no obligation to act upon the investment adviser's recommendation, and if a client elects to act on any of the recommendations, a client is under no obligation to effect the transaction through the investment adviser.

### **Portfolio Management**

As described above, at the beginning of a client relationship, we meet with you, gather information, and perform research and analysis as necessary to develop your Investment Plan. The Investment Plan will be updated from time to time when requested by you, or when determined to be necessary or advisable by us based on updates to your financial or other circumstances. To implement your Investment plan, we will manage your investment portfolio on a discretionary basis. As a discretionary investment adviser, we will have the authority to supervise and direct the portfolio without prior consultation with you.

Notwithstanding the foregoing, you may impose certain written restrictions on us in the management of your investment portfolio, such as prohibiting the inclusion of certain types of investments in an investment portfolio or prohibiting the sale of certain investments held in the account at the commencement of the relationship. You should note, however, that restrictions imposed by you may adversely affect the composition and performance of your investment portfolio. You should also note that your investment portfolio is treated individually by giving consideration to each purchase or sale for your account. For these and other reasons, performance of your investment portfolio within the same investment objectives, goals and/or risk tolerance may differ, and you should not expect that the composition or performance of your investment portfolios would necessarily be consistent with similar clients of ours.

### **Wrap Fee Program**

A wrap fee program includes securities transaction fees together with its investment advisory fees. Hayes Wealth Advisors does not offer a wrap fee program.

### **Retirement Plan Advisory Services (SIMPLE Plans)**

Establishing a sound fiduciary governance process is vital to good decision-making and to ensuring that prudent procedural steps are followed in making investment decisions. We will provide Retirement Plan consulting services to Plans and Plan Fiduciaries as described below. The particular services provided will be detailed in the consulting agreement. The appropriate Plan Fiduciary(ies) designated in the Plan documents (e.g., the Plan sponsor or named fiduciary) will (i) make the decision to retain our firm; (ii) agree to the scope of the services that we will provide; and (iii) make the ultimate decision as to accepting any of the recommendations that we may provide. The Plan Fiduciaries are free to seek independent advice about the appropriateness of any recommended services for the Plan. Retirement Plan consulting services may be offered individually or as part of a comprehensive suite of services.

The Employee Retirement Income Security Act of 1974 ("ERISA") sets forth rules under which Plan Fiduciaries may retain investment advisers for various types of services with respect to Plan assets. For certain services, we will be considered a fiduciary under ERISA. For example, HWA will act as an ERISA §3(21) fiduciary when providing non-discretionary investment advice to the Plan Fiduciaries by recommending a suite of investments as choices among which Plan Participants may select.

## **Fiduciary Consulting Services**

- **Investment Selection Services**

We will provide Plan Fiduciaries with recommendations of investment options consistent with ERISA section 404(c). Plan Fiduciaries retain responsibility for the final determination of investment options and for compliance with ERISA section 404(c).

- **Non-Discretionary Investment Advice**

We provide Plan Fiduciaries and Plan Participants general, non-discretionary investment advice regarding asset classes and investments.

- **Investment Monitoring**

We will assist in monitoring the plan's investment options by preparing periodic investment reports that document investment performance, consistency of fund management and conformation to the guidelines set forth in the investment policy statement and we will make recommendations to maintain or remove and replace investment options. The details of this aspect of service will be enumerated in the engagement agreement between the parties.

## **Non-Fiduciary Services**

- **Participant Education**

We will provide education services to Plan Participants about general investment principles and the investment alternatives available under the Plan. Education presentations will not take into account the individual circumstances of each Plan Participant and individual recommendations will not be provided unless a Plan Participant separately engages us for such services. Plan Participants are responsible for implementing transactions in their own accounts.

- **Participant Enrollment**

We will assist with group enrollment meetings designed to increase retirement Plan participation among employees and investment and financial understanding by the employees.

## **Plan Participant Advisory Services (PPAS)**

Investment advisor representatives can be engaged to provide asset allocation and/or specific investment recommendations for retirement plan assets based on the investment options available and the financial information provided by the client. The Investment Advisor Representative tailors the recommendation to the individual needs of the client based upon their investment objectives. Depending on the available options offered by the plan custodian, investment advisor representatives may have discretionary authority to directly execute trades on behalf of clients or the client may retain the sole responsibility for determining whether to implement any recommendations and for placing transactions. Hayes Wealth Advisors is responsible for determining the fee to charge each client based on factors such as total amount of assets involved in the relationship and the complexity of the services. Clients should consider the level and complexity of the services to be provided when negotiating the fee with IAR.

## **Retirement Plan Rollovers**

An employee generally has four (4) options for their retirement plan when they leave an employer:

1. Leave the money in his/her former employer's plan, if permitted
2. Rollover the assets to his/her new employer's plan if one is available and permitted
3. Rollover to an Individual Retirement Account (IRA), or
4. Cash out the account value, which has significant tax considerations

Advisor provides educational services pertaining to retirement plan assets that could potentially be rolled-over to an IRA managed by the firm. Education is based on a particular Client's financial circumstances. Advisor has an incentive to recommend such a rollover based on the compensation received, which is mitigated by the fiduciary duty to act in a Client's best interest and acting accordingly.

Each of these options has advantages and disadvantages and before making a change we encourage you to speak with your CPA and/or tax attorney. If you are considering rolling over your retirement funds to an IRA for us to manage here are a few points to consider before you do so:

- Determine whether the investment options in your employer's retirement plan address your needs or whether you might want to consider other types of investments.
- Employer retirement plans generally have a more limited investment menu than IRAs.
- Employer retirement plans may have unique investment options not available to the public such as employer securities, or previously closed funds.
- Your current plan may have lower fees than our fees.

If you elect to roll the assets to an IRA that is subject to our management, we will charge you an asset-based fee as set forth in the agreement you executed with our firm. This practice presents a conflict of interest because Investment Advisor Representatives have an incentive to recommend a rollover to you for the purpose of generating fee-based compensation rather than solely based on your needs. You are under no obligation, contractually or otherwise, to complete the rollover. Moreover, if you do complete the rollover, you are under no obligation to have the assets in an IRA managed by our firm.

Many employers permit former employees to keep their retirement assets in their company plan. Also, current employees can sometimes move assets out of their company plan before they retire or change jobs. In determining whether to complete the rollover to an IRA, and to the extent the following options are available, you should consider the costs and benefits of each. An employee will typically be investing only in mutual funds, you should understand the cost structure of the share classes, available in your employer's retirement plan and how the costs of those share classes compare with those available in an IRA. Clients should understand the various products and services they might take advantage of at an IRA provider and the potential costs of those products and services.

- Our strategy may have higher risk than the option(s) provided to you in your plan.
- Your current plan may also offer financial advice.
- If you keep your assets titled in a 401k or retirement account, participants could potentially delay their required minimum distribution age.

- A 401(k) may offer more liability protection than a rollover IRA; each state may vary.
- Participants may be able to take out a loan on your 401k, but not from an IRA.
- IRA assets can be accessed any time; however, distributions are subject to ordinary income tax and may also be subject to a 10% early distribution penalty unless they qualify for an exception such as disability, higher education expenses or the purchase of a home.
- If company stock is owned in a plan, participants may be able to liquidate those shares at a lower capital gains tax rate.
- Plans may allow Advisor to be hired as the manager and keep the assets titled in the plan name.

Generally, federal law protects assets in qualified plans from creditors. Since 2005, IRA assets have been generally protected from creditors in bankruptcies. However, there can be some exceptions to the general rules so you should consult with an attorney if you are concerned about protecting your retirement plan assets from creditors.

It is important to understand the differences between these types of accounts and to decide whether a rollover is the best option. Prior to proceeding, if you have questions contact your Investment Adviser Representative, or call our main number as listed on the cover page of this brochure.

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

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

Advisor also provides educational services to retirement plan participants with assets that could potentially be rolled-over to an IRA advisory account. Education is based on a particular Client's financial circumstances and best interests. Again, Advisor has an incentive to recommend such a rollover based on the compensation received, which is mitigated by the fiduciary duty to act in a Client's best interest and acting accordingly.

### **Client Account Management**

Prior to engaging Advisor to provide investment advisory services, each Client is required to enter into an investment advisory agreement with that defines the terms, conditions, authority, and responsibilities.

## **Assets Under Management**

The firm is a newly registered investment adviser. Assets under management will be amended at least annually as of December 31<sup>st</sup>.

Assets under Management (12/31/2024)	
Discretionary	\$75,895,935
Non-Discretionary	\$26,213,382
Total	\$102,109,317

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## **Item 5 – Fees and Compensation**

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### **Financial Planning Fees**

When we provide stand-alone financial planning services to you, these fees are negotiated at the time of the engagement for such services and are based on the scope of the engagement with a 6 month timeframe for completion and delivery of the financial plan. Planning fees consist of an initial charge that generally ranges from \$6,000 to \$12,000, and an annual update fee of \$1,500 or higher. The annual update fee will be due at the one (1) year anniversary of the plan delivery but not more than \$500 in advance of fees being earned. All fees are agreed upon in advance. Fees for this service may be debited from a managed account or may be paid by check. If a client engages HWA to provide investment management service, the second portion of the financial planning may be waived. HWA will not accept payment of more than \$500 six (6) month in advance.

The initial portion of the financial planning fee is for client onboarding, data gathering, and setting the basis for the financial plan. This work will commence immediately after one-half of the agreed-upon fee is paid, with the balance due upon completion and delivery of the Plan.

Either you or HWA may terminate your Financial Planning Agreement at any time, subject to any written notice requirements in the agreement. Upon termination of financial planning services, after five (5) the fee will be prorated based on our estimation of the proportion of work that has been completed, and any unearned pre-paid fee will be refunded to you. Any earned unpaid fee will be due to HWA. Lower fees for comparable services may be available from other sources.

### **Portfolio Management Fees**

The blended annualized fee schedule, regardless of account type, is based on a percentage of assets under management, as follows:

<u>Portfolio Value</u>	<u>Annual Billing Rate</u>
First \$1,000,000	0.35% to 1.20%
Next \$4,000,000	0.35% to 0.90%
Balance over \$5,000,000	0.35% to 0.65%

In addition to the assets under management, the fee charged per account is based on the scope and complexity of the account as well as the amount of time and expertise required.

There is a minimum annual fee of up to \$6,000. We may, at our discretion, make exceptions to the foregoing or negotiate special fee arrangements where we deem it appropriate under the circumstances.

Portfolio management fees are payable quarterly, in arrears as of the value on the last day of the previous quarter. If management begins after the start of a quarter, fees will be prorated accordingly. Fees are debited directly from your account(s). HWA will send a copy of its invoice to the custodian at the same time that it sends the Client a copy.

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

Either you or HWA may terminate your Investment Management Agreement at any time, subject to any written notice requirements in the agreement. In the event of termination, after 5 days any fees due to us from you will be invoiced or deducted from your account prior to termination.

When a copy of the Brochure Document(s) are not provided to the client at least 48 hours prior to signing the contract(s), client has five business days in which to cancel the contract, without penalty or fees.

### **Mutual Fund Share Class Disclosures**

Section 206 of the Investment Advisers Act of 1940 (“Advisers Act”) imposes a fiduciary duty to act in a client’s best interests and specifically prohibits investment advisers, directly or indirectly, from engaging in any transaction, practice, or course of business which operates as a fraud or deceit upon any client or prospective client.

The purpose of 12b-1 fees, as approved by the SEC, are to cover marketing expenses and shareholder services such as the support services. The more beneficial share class depends on an analysis of all fees including ticket charges and expected 12b-1 fees. Investing in a 12b-1 fee paying share class can be less expensive for a client than investing in a share class with a lower expense ratio if the ticket charges on the lower-cost share class exceed the amount of ongoing 12b-1 fees.

HWA will only hold mutual funds that pay a 12b-1 fee in very limited circumstances. Any such holding will not be subject to an advisory fee.

### **Legacy Mutual Fund Holdings**

When the client transfers assets into a managed account, the portfolio advisor will review the client’s mutual fund holdings. If not one of Advisor’s recommended funds, the mutual fund will generally be sold unless the client needs to avoid a taxable gain or directs the Company to hold the position. In some circumstances, if the legacy holding fits into the asset allocation of the portfolio, it may be held going forward.

When legacy holdings are maintained in a client’s account, the firm is responsible for conducting an initial analysis of the mutual fund share class that he or she believes is in the client’s best interest to hold based on the account size, investment strategy and eligibility requirements.

If in the client's best interest to convert to an alternative share class and the position meets the minimum investment and eligibility criteria, Advisor will place instructions for the custodian to convert the position on its next available share class conversion date. If not converted, the position will be re-evaluated during the next account review. All steps taken will be documented either in the client's file or in the trading records of the firm.

#### **Discretionary Participant Account Management**

Fees are determined by the account value at the end of the previous quarter and billed to a Client's taxable account or directly to the Client. Accounts initiated or terminated during a calendar quarter 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 15 calendar days in advance.

#### **Compensation for Sales of Securities**

HWA does not receive commission compensation for advisory services.

#### **Money Managers and Product Sponsors**

Investment advisor representatives can, on occasion, have an opportunity to attend a training event or participate in a due diligence visit where the Money Manager or Product Sponsor will cover the associated travel expenses such as airfare, hotel and meals. Training opportunities are often held at luxury resorts where amenities such as golf, spas and entertain are provided. Such accommodations represent a conflict of interest that can influence the evaluation of the Money Manager or Product sponsor based on factors other than the quality of services.

#### **Industry Professionals**

When it is in the best interests of the client, Advisor can introduce the services of other professionals for certain non-investment purposes (i.e., attorneys and accountants). Introductions represent a conflict of interest because they create a relationship where the other professional has an implied obligation to introduce potential new clients to Advisor. Clients are under no obligation to engage the services of any such professional. If the client engages any such professional, and a dispute arises, any recourse will be exclusively from and against the engaged professional.

#### **General Fee Information**

Fees paid to us are exclusive of all custodial and transaction costs paid to your custodian, or other third-party consultants. Please see **Item 12 – Brokerage Practices** for additional information. Fees paid to us are also separate and distinct from the fees and expenses charged by mutual funds, ETFs (exchange traded funds) their shareholders (generally including a management fee and fund expenses, as described in each fund's prospectus or offering materials). You should review all fees charged by funds, brokers, HWA and others to fully understand the total amount of fees paid by you for investment and financial-related services. Lower fees for comparable services may be available from other sources.

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#### **Item 6 – Performance-Based Fees and Side-By-Side Management**

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The firm does not charge performance fees or conduct side-by-side management.

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## Item 7 – Types of Clients

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We serve individuals, high net worth individuals, pension and profit-sharing plans, and corporations. We do not generally impose a minimum portfolio value for conventional investment management services or a minimum fee.

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

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### Methods of Analysis

In accordance with the Investment Plan, we will primarily invest in mutual funds, and ETFs, with some limited use of common stocks.

Mutual funds and ETFs are generally evaluated and selected based on a variety of factors, including, as applicable and without limitation, past performance, fee structure, portfolio manager, fund sponsor, overall ratings for safety and returns, and other factors.

Fixed income investments may be used as a strategic investment, as an instrument to fulfill liquidity or income needs in a portfolio, or to add a component of capital preservation. We will generally evaluate and select individual bonds or bond funds based on a number of factors including, without limitation, rating, yield and duration.

In our general analysis of the markets and specifically in making selections of individual stocks for client portfolios, we may use any of the following types of analysis:

**Fundamental analysis** involves analyzing individual companies and their industry groups, such as a company's financial statements, details regarding the company's product line, the experience, and expertise of the company's management, and the outlook for the company's industry. The resulting data is used to measure the true value of the company's stock compared to the current market value. The risk of fundamental analysis is that information obtained may be incorrect and the analysis may not provide an accurate estimate of earnings, which may be the basis for a stock's value. If securities prices adjust rapidly to new information, utilizing fundamental analysis may not result in favorable performance.

**Technical analysis** involves using chart patterns, momentum, volume, and relative strength in an effort to pick sectors that may outperform market indices. However, there is no assurance of accurate forecasts or that trends will develop in the markets we follow. In the past, there have been periods without discernible trends and similar periods will presumably occur in the future. Even where major trends develop, outside factors like government intervention could potentially shorten them.

Furthermore, one limitation of technical analysis is that it requires price movement data, which can translate into price trends sufficient to dictate a market entry or exit decision. In a trendless or erratic market, a technical method may fail to identify trends requiring action. In addition, technical methods may overreact to minor price movements, establishing positions contrary to overall price trends, which may result in losses. Finally, a technical trading method may underperform other trading methods when fundamental factors dominate price moves within a given market.

**Cyclical analysis** is a type of technical analysis that involves evaluating recurring price patterns and trends based upon business cycles. Economic/business cycles may not be predictable and may have many fluctuations between long-term expansions and contractions. The lengths of economic cycles may be difficult to predict with accuracy and therefore the risk of cyclical analysis is the difficulty in predicting economic trends and consequently the changing value of securities that would be affected by these changing trends.

**Charting analysis** involves the gathering and processing of price and volume information for a particular security. This price and volume information is analyzed using mathematical equations. The resulting data is then applied to graphing charts, which is used to predict future price movements based on price patterns and trends. Charts may not accurately predict future price movements. Current prices of securities may not reflect all information about the security and day-to-day changes in market prices of securities may follow random patterns and may not be predictable with any reliable degree of accuracy.

### **Investment Strategies:**

We primarily practice passive investment management, focusing on long-term strategic investment with tactical adjustments over time. Passive investing involves building portfolios that are comprised of various distinct asset classes. The asset classes are weighted in a manner to achieve the desired relationship between correlation, risk, and return. Investments that passively capture the returns of the desired asset classes are placed in the portfolio. The investment vehicles that are based 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.

Our specific strategic approach is to invest your portfolio in accordance with the Plan that has been developed specifically for you. This means that the following strategies may be used in varying combinations over time for you, depending upon your individual circumstances.

**Long Term Purchases** – securities purchased with the expectation that the value of those securities will grow over a relatively long period of time, generally greater than one year.

### **Risk of Loss**

While we seek to diversify your investment portfolio across various asset classes consistent with our Investment Plans in an effort to reduce risk of loss, all investment portfolios are subject to risks. Accordingly, there can be no assurance that your investment portfolio will be able to fully meet your investment objectives and goals, or that investments will not lose money.

Investing in securities involves risk of loss that clients should be prepared to bear. Below is a description of several of the principal risks that your investment portfolio faces.

**Management Risks.** While we manage your investment portfolio based on our experience, research and proprietary methods, the value of your investment portfolio will change daily based on the performance of the underlying securities in which they are invested. Accordingly, your investment portfolio is subject to the risk that we allocate your assets to individual securities and/or asset classes that are adversely affected by unanticipated market movements, and the risk that our specific investment choices could underperform their relevant indexes.

**Risks of Investments in Mutual Funds, ETFs.** As described above, we may invest your portfolio in mutual funds, ETFs and Non-indexed ETFs can trade above (premium) or below (discount) its net asset value. A non-indexed ETF purchased at a premium may be sold at a discount.

**Equity Market Risks.** We will generally invest portions of your assets directly into equity investments, primarily mutual funds and/or ETFs that invest in the stock market. As noted above, while diversified portfolios may be less risky than investments in individual securities, funds that invest in stocks and other equity securities are nevertheless subject to the risks of the stock market. These risks include, without limitation, the risks that stock values will decline due to daily fluctuations in the markets, and that stock values will decline over longer periods (e.g., bear markets) due to general market declines in the stock prices for all companies, regardless of any individual security's prospects. An elimination of dividend payments can lead to increased volatility. While preferred equity pays a dividend before common stock, dividend payment is not guaranteed and they are subject to the risk of being called by the issuing company and paid off early which eliminates future dividend payments.

**Fixed Income Risks.** We may invest portions of your assets directly into fixed income instruments, such as bonds and notes. While investing in fixed income instruments is generally less volatile than investing in stock (equity) markets, fixed income investments nevertheless are subject to risks. These risks include, without limitation, interest rate risks (risks that changes in interest rates will devalue the investments), credit risks (risks of default by borrowers), or maturity risk (risks that bonds or notes will change value from the time of issuance to maturity).

**Alternative Investment Risks.** Alternative investments, including real estate investments, notes and debentures, hedge funds, and private equity are considered highly speculative and involve a high degree of risk. They often engage in leveraging and other speculative investment practices that may increase the risk of investment loss, can be highly illiquid, are not required to provide periodic pricing or valuation information to investors, may involve complex tax structures and delays in distributing important tax information, are not subject to the same regulatory requirements as mutual funds, often charge high fees which may offset any trading profits, and in many cases the underlying investments are not transparent and are known only to the investment manager. Performance can be volatile. Investors could lose all or a substantial amount of their investment.

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**Item 9 – Disciplinary Information**

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Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of HWA or the integrity of our management. HWA has no disciplinary events to report.

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**Item 10 – Other Financial Industry Activities and Affiliations**

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Neither HWA nor our Management Person has any other financial industry activities or affiliations to report.

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

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**Code of Ethics and Personal Trading**

We have adopted a Code of Ethics (“the Code”), the full text of which is available to you upon request. Our Code has several goals. First, the Code is designed to assist us in complying with applicable laws and regulations governing our investment advisory business. We owe fiduciary duties to our clients. Pursuant to these fiduciary duties, the Code requires persons associated with us (managers, officers and employees) to act with honesty, good faith and fair dealing in working with clients. In addition, the Code prohibits such associated persons from trading or otherwise acting on insider information.

Next, the Code sets forth guidelines for professional standards for our associated persons. Under the Code’s Professional Standards, we expect our associated persons to put the interests of our clients first, ahead of personal interests. In this regard, our associated persons are not to take inappropriate advantage of their positions in relation to our clients. Third, the Code sets forth policies and procedures to monitor and review the personal trading activities of associated persons. From time to time our associated persons may invest in the same securities recommended to clients. Under our Code, we have adopted procedures designed to reduce or eliminate conflicts of interest that this could potentially cause. The Code’s personal trading policies include procedures for limitations on personal securities transactions of associated persons, reporting and review of such trading. These policies are designed to discourage and prohibit personal trading that would disadvantage clients. Participation or Interest in Client Transactions because client accounts are invested almost exclusively in open-end mutual funds and ETFs, there is little opportunity for a conflict of interest between personal trades by our associated persons and trades in client accounts, even when such accounts invest in the same securities. However, in the event of other identified trading conflicts of interest, our goal is to act in the client’s best interest.

- Neither HWA or any investment advisor representatives participate in initial public offerings (“IPOs”) or private placements.
- Neither HWA or any investment advisor representatives recommend to clients, or buy or sell for client accounts, securities in which you or a related person has a material financial interest.
- Finally, if associated persons trade with client accounts (i.e., in a bundled or aggregated trade), and the trade is not filled in its entirety, the associated person’s shares will be removed from the block, and the balance of shares will be allocated among client accounts in accordance with our written policy.

- Upon request, a copy of the Code of Ethics will be provided to any client or prospective client.

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## **Item 12 – Brokerage Practices**

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### **Charles Schwab & Co., Inc.**

The firm recommends that clients establish brokerage accounts with Charles Schwab & Co., Inc. (Schwab) a registered broker-dealer, member FINRA/SIPC, to maintain custody of clients' assets and to effect trades for their accounts. Schwab provides access to its institutional trading and custody services, typically unavailable to Schwab retail investors. These services generally are available to independent investment advisors on an unsolicited basis, at no charge to them so long as a total of at least \$10 million of the advisor's clients' assets are maintained in accounts at Schwab the firm Services. Schwab's services include brokerage services that are related to the execution of securities transactions, custody, and research, including that in the form of advice, analyses, and reports, and access to mutual funds and other investments that are otherwise generally available only to institutional investors or would require a significantly higher minimum initial investment.

For client accounts maintained in its custody, Schwab generally does not charge separately for custody services but is compensated by account holders through commissions or other transaction-related or asset-based fees for securities trades executed through Schwab or settled into Schwab accounts.

While, as a fiduciary, the firm endeavors to act in its client's best interests, recommendations that clients maintain their assets in accounts at Schwab may be based in part on the benefits received and the availability of some of the foregoing products and services and other arrangements, not solely on the nature, cost or quality.

Clients should be aware that for accounts where Schwab serves as the custodian, the firm is limited to offering services and investment vehicles that are approved by Schwab, and may be prohibited from offering services and investment vehicles that may be available through other broker/dealers and custodians, some of which may be more suitable for a client's portfolio than the services and investment vehicles offered through Schwab.

Clients should understand that not all investment advisers recommend that clients custody their accounts and trade through specific broker/dealers.

### **Benefits Received**

Schwab makes various products and services available to assist the firm in managing and administering client accounts. Many of these products and services may be used to service all or a substantial number of accounts, including accounts not held with Schwab. These services include software and other technology that provide access to client account data (such as trade confirmation and account statements); facilitate trade execution (and aggregation and allocation of trade orders for multiple client accounts); provide research, pricing information, and other market data; facilitate payment of fees; and assist with back-office functions; recordkeeping and client reporting.

Schwab also makes other services available to help manage and further develop its business. Some of these services assist the firm to better monitor and service program accounts maintained at Schwab, however, many of these services

benefit only the firm, for example, services that assist with growing its business. These support services and/or products may be provided without cost, at a discount, and/or at a negotiated rate, and include practice management-related publications; consulting services; attendance at conferences and seminars, meetings, and other educational and/or social events; marketing support; and other products and services used in furtherance of the operation and development of its investment advisory business.

The products and services described above are part of its overall relationship with Schwab. While as a fiduciary, The firm endeavors to act in its client's best interests, the receipt of these benefits creates a conflict of interest because The firm's recommendation that clients custody their assets at the custodian based, in part, on the benefits and of the foregoing products and services and not solely on the nature, cost or quality of custody or brokerage services provided.

### **Best Execution**

Although the commissions and/or transaction fees paid by our clients generally comply with our duty to obtain best execution, you may pay a commission that is higher than what another qualified broker-dealer might charge to affect the same transaction when we determine, in good faith, that the commission/transaction fee is reasonable in relation to the value of the brokerage and research services we receive.

In seeking best execution, the determining factor is not the lowest possible cost, but whether the transaction represents the best qualitative execution, taking into consideration the full range of a broker-dealer's services, including the value of research provided, execution capability, commission rates, and responsiveness. Accordingly, although we will seek competitive rates, we may not necessarily obtain the lowest possible commission rates for client transactions. The brokerage commissions or transaction fees charged by the broker/dealer/custodian are exclusive of, and in addition to, our investment management fee. Our best execution responsibility is qualified if the securities we purchase are mutual funds that are traded at net asset value as determined at the daily market close.

### **Directed Brokerage**

We do not allow directed brokerage accounts.

### **Aggregated Trade Policy**

We typically direct trading in individual client accounts as and when trades are appropriate based on the client's Investment Plan, without regard to activity in other client accounts. However, from time to time, we may aggregate trades together for multiple client accounts, most often when these accounts are being directed to buy or sell the same securities. If such an aggregated trade is not completely filled, we will allocate shares received (in an aggregated purchase) or sold (in an aggregated sale) across participating accounts on a pro rata or other fair basis; provided, however, that any participating accounts that are owned by us or our officers, directors, or employees will be excluded first.

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## **Item 13 – Review of Accounts**

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Managed portfolios are reviewed at least quarterly but may be reviewed more often if requested by you, upon receipt of information material to the management of your portfolio, or at any time such review is deemed necessary or advisable by us. These factors generally include but are not limited to, the following: change in your general

circumstances (marriage, divorce, retirement); or economic, political or market conditions. Natalie Schmook, Managing Member of HWA, reviews all accounts.

Portfolios will be reviewed with the client at least annually. For those clients to whom we provide separate on-going financial planning and/or consulting services, reviews are conducted on an as needed or agreed upon basis. Such reviews are conducted by an investment advisor representative of HWA. Account custodians, Schwab, is responsible for providing monthly or quarterly account statements which reflect the positions (and current pricing) in each account as well as transactions in each account, including management fees paid to HWA from the client's account. Schwab also provide prompt confirmation of all trading activity, and year-end tax statements, such as 1099 forms. We will provide additional written reports as needed or requested by you.

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#### **Item 14 – Client Referrals and Other Compensation**

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As noted above, we receive an economic benefit from Schwab in the form of support products and services it makes available to HWA and other independent investment advisors those clients maintain accounts at Schwab. These products and services, how they benefit our firm, and the related conflicts of interest are described in (Item 12 - Brokerage Practices). The availability of Schwab's products and services to us is based solely on our participation in the program, and not on the provision of any particular investment advice. Neither Schwab nor any other party is paid to refer clients to us.

##### **Client Referrals from Solicitors**

Advisor does not engage paid solicitors for Client referrals.

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#### **Item 15 – Custody**

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Schwab is the custodian of nearly all client accounts at HWA. In any case, it is the custodian's responsibility to provide you with confirmations of trading activity, tax forms and at least quarterly account statements. You are advised to review this information carefully, and to notify us of any questions or concerns. You are also asked to promptly notify us if the custodian fails to provide statements on each account held.

HWA does not maintain physical custody of client's funds or securities. However, we are deemed to have limited custody of client accounts solely by virtue of the firm's ability to withdraw fees directly from client accounts. Please see Item 5 for more information regarding direct deduction requirement.

From time to time and in accordance with our agreement with you, we will provide additional reports. The account balances reflected on these reports and the invoices provided by HWA should be compared to the balances shown on the custodians statements to ensure accuracy. At times there may be small differences due to the timing of dividend reporting, pending trades or other similar issues. To ensure accuracy, any discrepancies should be brought to the attention of HWA.

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**Item 16 – Investment Discretion**

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Clients can determine to engage Advisor to provide investment advisory services on a discretionary basis. Prior to Advisor assuming discretionary authority over a Client's account, the Client shall be required to execute an Investment Advisory Agreement, naming Advisor as the Client's attorney and agent in fact, granting Advisor full authority to buy, sell, or otherwise effect investment transactions involving the assets in the Client's name found in the discretionary account. Clients may place reasonable restrictions on discretionary authority.

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**Item 17 – Voting Client Securities**

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As a policy and in accordance with our client agreement, we do not vote proxies related to securities held in your account. The custodian of the account will normally provide proxy materials directly to you. You may contact us with questions relating to proxy procedures and proposals; however, we generally do not research particular proxy proposals.

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**Item 18 – Financial Information**

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We do not require nor solicit prepayment of more than \$500 in fees per client, six months or more in advance, and therefore have no disclosure required for this item. There are no financial conditions that are reasonably likely to impair the firm's ability to meet contractual commitments to clients. Neither the firm or principal owner has been the subject of a bankruptcy petition at any time during the past ten years or ever. All material conflicts of interest have been disclosed herein.

## Brochure Supplement Form ADV Part 2B

Natalie Hayes Schmook, CFP<sup>®</sup>

CRD# 5185232

of

Hayes Wealth Advisors, LLC

85 Stewart Drive, Sandy Springs, GA 30342

(404) 954-1133

[www.hayeswealthadvisors.com](http://www.hayeswealthadvisors.com)

April 30, 2025

This Brochure Supplement provides information about Natalie Schmook, and supplements the Hayes Wealth Advisors, LLC (“HWA”) Brochure. You should have received a copy of that Brochure. Please contact us at (404) 954-1133 if you did not receive our Brochure, or if you have any questions about the contents of this Supplement.

Additional information about Natalie is available on the SEC’s website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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## Item 2 - Educational Background and Business Experience

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Natalie Hayes Schmook (year of birth 1982) is the owner of HWA, and also serves as the firm's Chief Compliance Officer.

Natalie began her career at SunTrust Investment Services as a Client Advisor in 2006. In 2013, Natalie became a Franchise Owner of a Lucille Roberts Health Club, where she remained until 2018 when she started HWA.

Natalie received her MBA from Rollins College in 2006.

### Professional Designations

#### **Certified Financial Planner™ - CFP®**

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board"). The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its:

- (1) high standard of professional education;
- (2) stringent code of conduct and standards of practice; and,
- (3) ethical requirements that govern professional engagements with clients.

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

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

**Examination** – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;

**Experience** – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and

**Ethics** – Agree to be bound by CFP Board's Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

**Continuing Education** – Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and

**Ethics** – Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients. CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

**The National Association of Certified Valuation Analysts (“NACVA”)**

The National Association of Certified Valuation Analysts trains and certifies Certified valuation Analysts to perform business valuations as a service to both the consulting community and the users of their services. Through training and rigorous testing, CVAs demonstrate they are qualified to provide capable and professionally executed valuation services. NACVA requires training as a prerequisite to certification to assure that practitioners have the knowledge and understanding necessary to perform competent services, and to assure a level of consistency and continuity in their work product. NACVA also requires that CVAs obtain at least 12 hours per year of CPE in areas related to business valuation and/or litigation support.

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**Item 3 - Disciplinary Information**

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Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however, Natalie has no such disciplinary information to report.

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**Item 4 - Other Business Activities**

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Natalie is not engaged in any other business activities.

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**Item 5 - Additional Compensation**

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Natalie is not engaged in any other investment-related business or occupation and does not earn compensation for the sale of any other products or services. No person or entity other than the client provides an economic benefit for providing advisory services.

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**Item 6 - Supervision**

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As the owner and Chief Compliance Officer of HWA, Natalie will adhere to the policies and procedures in the compliance manual. Her contact information is on the cover page of this disclosure document.

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## Brochure Supplement Form ADV Part 2B

# Alexis Gonzalez

Greenville, South Carolina | (404) 905-7489, Ext. 2

**CRD# 8085567**

of

**Hayes Wealth Advisors, LLC**

85 Stewart Drive, Sandy Springs, GA 30342

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April 30, 2025

This Brochure Supplement provides information about Alexis Gonzalez, and supplements the Hayes Wealth Advisors, LLC (“HWA”) Brochure. You should have received a copy of that Brochure. Please contact us at (404) 954-1133 if you did not receive our Brochure, or if you have any questions about the contents of this Supplement.

Additional information about Natalie is available on the SEC’s website at [www.AdviserInfo.sec.gov](http://www.AdviserInfo.sec.gov).

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**Item 2 - Educational Background and Business Experience**

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Name: Alexis Gonzalez

Year of Birth: 1998

**Education**

Bob Jones University, Bachelor's in Business Administration (2020)

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**Item 3 - Disciplinary Information**

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Advisers are required to disclose any material facts regarding certain legal or disciplinary events that would be material to your evaluation of an adviser; however, Alexis has no such disciplinary information to report.

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**Item 4 - Other Business Activities**

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Alexis is licensed to sell insurance products.

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**Item 5 - Additional Compensation**

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Alexis maintains an insurance license to sell insurance products such as life insurance and annuities for commission compensation, which can be up to 140% of the first-year annual premium. The ability to receive commission compensation is a conflict of interest because it creates an incentive to sell insurance products based on the compensation rather than a client's best interest. This conflict of interest is mitigated by Alexis's fiduciary duty to always act in a client's best interest.

No person or entity other than the client provides an economic benefit for advisory services.

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**Item 6 - Supervision**

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The owner and Chief Compliance Officer of HWA, Natalie H. Schmook, is responsible for the design, implementation, and management of a compliance program reasonably designed to achieve compliance with applicable rules and regulations. Her contact information is on the cover page of this disclosure document.

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