

FORM ADV PART 2A – FIRM BROCHURE

KENOBI WEALTH LLC

800 Embassy Drive, STE 609

Austin, TX 78702

Date: May 1, 2025

CRD#: 8044070

Website: www.KenobiWealth.com

Kenobi Wealth LLC is a state-registered investment adviser located in Texas. Registration as an investment adviser does not imply a certain level of skill or training.

This brochure provides information about the qualifications and business practices of Kenobi Wealth LLC. If you have any questions about the contents of this brochure, please contact us at 732.501.0586 or Anand@KenobiWealth.com.

The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Additional information about Kenobi Wealth LLC is available on the SEC's website at www.adviserinfo.sec.gov.

MATERIAL CHANGES

Kenobi Wealth LLC is a newly registered investment advisory firm.

The pricing structure was updated since its initial report on May 1, 2025.

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ITEM 4: ADVISORY BUSINESS

Kenobi Wealth LLC is a Texas-based, state-registered investment advisory firm founded in 2025 and operated by Anand Narayan.

The firm provides comprehensive financial planning, investment management, tax planning, and insurance strategy services through a tiered, subscription-based model. All services are provided on a flat-fee basis. Kenobi Wealth does not charge asset-based fees (AUM) and does not require investment minimums.

Service Tiers:

Category	Freedom Builder	Freedom Accelerator	Freedom Forever
Monthly Fee	\$250	\$400	\$600
Financial Freedom Strategy	Comprehensive Lifestyle Design	Comprehensive Lifestyle Design	Comprehensive Lifestyle Design
Milestone Planning	College, Wedding, Home Buying, Vacations, Parent Support, Retirement	College, Wedding, Home Buying, Vacations, Parent Support, Retirement	College, Wedding, Home Buying, Vacations, Parent Support, Retirement
Family & Inheritance Planning	Estate Planning Software	Full Family Legacy Planning	Multi-Generational Legacy & Trust Planning
Tax Planning	Comprehensive Audit Report	Annual Tax Planning + Comprehensive Audit	Multi-Year Tax Strategy + Comprehensive Audit
Financial Coach	Quarterly Planning + Email Coaching	Quarterly Planning + On-Demand Coaching	Unlimited Advisor Coaching + Full Team Support
Investment Management	Personalized For YOU — ETF Portfolios	Personalized For YOU — Direct Indexing + Thematic Portfolios	Personalized For YOU — Direct Indexing + Thematic Portfolios

	<i>No AUM Fees, No Minimums, No Pressure, Ever!</i>	<i>No AUM Fees, No Minimums, No Pressure, Ever!</i>	<i>No AUM Fees, No Minimums, No Pressure, Ever!</i>
Asset Based Income Portfolio	X	X	Access to high yield income opportunities
			<i>No AUM Fees, No Minimums, No Pressure, Ever!</i>
Alternative Investments	X	X	Access to Private Investment and Deal Flow
Business Advisory	X	X	Business Strategy: Structuring, Treasury, Cash Flow

All tiers include a comprehensive financial plan. The scope and depth of planning, coaching, and investment customization increase progressively with each tier.

Kenobi Wealth offers portfolio management as part of the overall planning service and does not provide investment management as a standalone service. Clients who wish to receive investment management must select one of the above service tiers.

Initial planning is delivered within 10 business days of receiving full documentation. Ongoing support includes check-ins, life transition planning, and email access to your advisory team, with engagement frequency aligned to the selected service tier.

Clients may impose reasonable restrictions on investing in specific securities or types of securities based on personal values, investment preferences, or other considerations. These restrictions are discussed during the onboarding and financial planning process and are documented as part of the investment strategy. Kenobi Wealth will make reasonable efforts to accommodate such restrictions within the structure of the selected service tier.

Clients failing to provide required information may delay service but will still be billed unless the agreement is terminated in writing.

Kenobi Wealth LLC reports \$0 in assets under management (AUM) as of May 1, 2025.

ITEM 5: FEES AND COMPENSATION

Kenobi Wealth LLC charges flat monthly fees based on the client's selected service tier:

- **Freedom Builder** – \$250/month
- **Freedom Accelerator** – \$400/month
- **Freedom Forever** – \$600/month

Fees are billed monthly in arrears and may be paid via deduction from a linked investment account or direct invoice, as authorized by the client.

Kenobi Wealth does not charge asset-based (AUM) or performance-based fees. All investment management, financial planning, tax, and estate services are included in the flat fee structure.

Fees may be negotiable under limited circumstances, such as for friends and family, pro bono engagements, or legacy pricing arrangements.

Third-party fees (e.g., custodial fees, fund expenses) may apply and are paid to external providers—not to Kenobi Wealth LLC.

This agreement may be terminated by either party with written notice. Upon termination, services cease and fees are prorated based on services rendered up to the effective date. No refunds will be issued for completed work or delivered planning.

ITEM 6: PERFORMANCE-BASED FEES AND SIDE-BY-SIDE MANAGEMENT

Kenobi Wealth does not charge performance-based fees and does not manage side-by-side accounts.

ITEM 7: TYPES OF CLIENTS

Kenobi Wealth LLC provides financial planning and investment advisory services to individuals and families, with a specialized focus on young families, first-generation wealth builders, and high-earning professionals navigating career and life transitions.

The Firm's services are best suited for clients who have:

- \$100,000 or more in investable assets, or
- \$100,000 or more in annual household income

While the Firm does not require a formal minimum account size, clients typically seek guidance on budgeting, saving, investing, family planning, retirement, education funding, and intergenerational wealth transfer.

Kenobi Wealth's tiered service model is designed to support clients across various life stages, with planning support tailored to each household's evolving needs.

ITEM 8: METHODS OF ANALYSIS, INVESTMENT STRATEGIES, AND RISK OF LOSS

Kenobi Wealth LLC employs a long-term, goal-based investment strategy rooted in evidence-based allocation principles and behavioral finance. Portfolios are customized to align with each client's financial goals, values, time horizon, and risk tolerance.

Investment portfolios may include a combination of:

- Exchange-Traded Funds (ETFs) for broad diversification and tax efficiency
- Individual stocks for personalized direct indexing and thematic strategies
- Fixed income instruments, such as Treasuries, municipal bonds, and corporate bonds
- Values-aligned or thematic allocations, as appropriate to client preferences
- Third-party professionally managed model portfolios, available through custodians like Schwab and Altruist

When third-party model portfolios are used, Kenobi Wealth selects and allocates to these strategies based on client suitability and due diligence. The Firm retains discretion and receives no compensation, revenue-sharing, or referral fees from any fund issuer, model provider, or custodian.

Portfolios are periodically reviewed and rebalanced to remain aligned with the client's objectives. Kenobi Wealth prioritizes simplicity, tax efficiency, and long-term discipline over market timing or speculative strategies.

Alternative Investments

Kenobi Wealth may recommend alternative investments, such as private real estate funds or venture capital opportunities, only when appropriate to the client's financial situation and risk profile. These are subject to internal due diligence and discussed transparently with the client before allocation.

Kenobi Wealth does not currently receive compensation for recommending or referring alternative investments, and does not expect to receive such compensation in the future. If that were to change, the Firm would update its Form ADV and notify clients in writing before any recommendation is made.

The Firm does not provide ongoing oversight of alternative investments after allocation unless contractually agreed through a separate advisory agreement. No such agreements currently exist.

Material Risks of the Firm's Investment Strategy

All investments involve risk, including the potential loss of principal. While diversification and planning help reduce certain risks, they do not eliminate them. Key risks include:

- **Market Risk:** The value of investments may decline due to economic downturns, interest rate changes, geopolitical events, or broad market volatility.
- **Inflation Risk:** Over time, rising prices can reduce the purchasing power of investment returns, especially if returns do not outpace inflation.
- **Interest Rate Risk:** Fixed income investments typically decline in value when interest rates rise.
- **Liquidity Risk:** Some investments, especially private funds or alternatives, may be illiquid and difficult to sell quickly without a significant loss in value.
- **Diversification Risk:** While diversification can reduce exposure to individual asset risk, it cannot protect against market-wide losses.
- **Company-Specific Risk:** Investments in individual stocks or concentrated themes may be impacted by issues specific to a company or sector.
- **Geopolitical and Economic Risk:** Regulatory changes, global instability, or macroeconomic shifts may impact markets across asset classes.

Clients are encouraged to discuss their risk tolerance, investment preferences, and long-term goals with their advisor to ensure their portfolio remains aligned and appropriate.

ITEM 9: DISCIPLINARY INFORMATION

Kenobi Wealth and its personnel have no disciplinary history to disclose.

ITEM 10: OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS

Anand Narayan is affiliated with:

- Kenobi Capital LLC (consulting)
- Teksana Inc (inactive)
- Kenobi Echo LLC (e-commerce)

He is licensed to sell life insurance and may earn commissions. Conflicts are disclosed, and clients are not obligated to purchase through Kenobi Wealth.

Kenobi may recommend alternative investments in the future and will disclose any conflicts, compensation, or co-investment risks in writing beforehand.

ITEM 11: CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS, AND PERSONAL TRADING

Kenobi Wealth LLC has adopted a written Code of Ethics in accordance with Rule 204A-1 under the Investment Advisers Act. The Code outlines professional standards and includes policies on personal trading, confidentiality, fiduciary duty, and the avoidance of conflicts of interest.

Firm personnel may invest in the same securities recommended to clients, including ETFs, individual stocks, and model portfolios. This practice may create a conflict of interest—particularly regarding the timing of transactions or preferential treatment.

To manage these conflicts, the Firm has implemented the following controls:

- Client trades are prioritized. If trades are placed for both clients and employees (e.g., in model portfolios), they are typically executed as block trades where all accounts receive

pro-rata allocation and the same execution price.

- Front-running is strictly prohibited. No employee may trade ahead of a client to benefit from market-moving recommendations.
- Certain trades must be pre-cleared by the Chief Compliance Officer, particularly those in individual securities.
- The Firm performs periodic reviews of employee trading to ensure compliance with policies and to detect potential conflicts.
- All employees must report their personal holdings annually and disclose relevant conflicts as they arise.

Kenobi Wealth's fiduciary duty requires that the interests of clients come first. A copy of the Firm's Code of Ethics is available to clients upon request.

ITEM 12: BROKERAGE PRACTICES

Kenobi Wealth LLC does not maintain custody of client assets and does not execute trades directly. All client assets are held with qualified custodians, such as Schwab and Altruist, which handle trade execution, clearing, and settlement.

The Firm does not aggregate or block client trades. Even when multiple clients are invested in the same model portfolio or strategy, trades are submitted and executed account-by-account through the custodian. This reflects the default operational setup of the Firm's custodians, which typically process transactions at the individual account level.

As a result of not aggregating trades:

- Clients may receive slightly different execution prices or fill times when purchasing or selling the same security.
- There may be minor variations in transaction costs or slippage, depending on market conditions and order timing.
- Larger accounts may receive better execution pricing than smaller accounts in certain cases due to market depth.

Despite these potential differences, Kenobi Wealth believes this practice is appropriate given:

- The customized nature of each client's portfolio and investment strategy.

- The custodian-driven trade execution structure currently in use.
- The Firm's ongoing responsibility to seek fair and best execution for each client individually.

If the Firm adopts trade aggregation practices in the future (e.g., block trading or model-based batch execution), this policy will be updated, and clients will be informed in writing.

ITEM 13: REVIEW OF ACCOUNTS

All client accounts and financial plans are reviewed by Anand Narayan, CEO and Chief Compliance Officer of Kenobi Wealth LLC. Reviews are conducted to ensure alignment with the client's financial goals, risk tolerance, and service tier.

Kenobi Wealth provides quarterly planning reviews across all service tiers, with additional support depending on the selected level:

- Freedom Builder (Tier 1): Quarterly planning sessions with follow-up guidance
- Freedom Accelerator (Tier 2): Quarterly reviews and on-demand coaching
- Freedom Forever (Tier 3): Ongoing, concierge-level review and proactive outreach

Clients also receive a review whenever a major life event occurs (e.g., marriage, new child, home purchase, retirement, etc.).

As part of the advisory relationship, clients receive:

- Quarterly account statements directly from their custodian (e.g., Schwab, Altruist), detailing holdings, balances, and transaction history
- Quarterly planning reviews and summary updates, appropriate to the tier
- Access to interactive financial planning tools, including dashboards and long-term projections (via RightCapital)
- Estate and trust planning support tools for eligible clients, including document generation and legacy planning guidance

These reviews evaluate investment performance, goal progress, tax strategy, risk exposure, and financial milestones.

ITEM 14: CLIENT REFERRALS AND OTHER COMPENSATION

Kenobi Wealth does not pay for referrals and receives no economic benefits from non-clients.

ITEM 15: CUSTODY

Kenobi Wealth LLC does not maintain physical custody of client funds or securities.

The Firm is deemed to have custody solely because it has the authority to deduct advisory fees from client accounts, as permitted by the qualified custodian (e.g., Schwab, Altruist).

All client assets are held in custody by a qualified, independent third-party custodian. Clients receive account statements directly from the custodian on at least a quarterly basis. These statements reflect all holdings, transactions, and balances in their accounts.

The Firm does not serve as a general partner or equivalent to any pooled investment vehicle and does not maintain custody of any pooled client funds or securities.

ITEM 16: INVESTMENT DISCRETION

Discretionary authority is granted through the advisory agreement and custodian forms.

Clients may impose limits in writing (e.g., exclude certain securities).

ITEM 17: VOTING CLIENT SECURITIES

Kenobi Wealth does not vote proxies. Clients receive materials directly from custodians and vote themselves.

Kenobi may assist with interpretation but makes no voting decisions.

ITEM 18: FINANCIAL INFORMATION

Kenobi does not collect fees in advance. No financial condition exists that would impair its ability to meet obligations.

No bankruptcy history for the firm or its principals.

ITEM 19: REQUIREMENTS FOR STATE-REGISTERED ADVISERS

Anand Narayan is the principal executive and adviser.

His background is provided in Form ADV Part 2B (Brochure Supplement), available upon request.

He has no disciplinary history.

Kenobi Wealth LLC

Form ADV Part 2B – Brochure Supplement

Date: 04/14/2025

Supervised Person: Anand Narayan

CRD#: 8044070

Business Address: 800 Embassy Drive, STE 609, Austin, TX 78702

Phone: 732.501.0586

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Item 1: Cover Page

This Brochure Supplement provides information about Anand Narayan that supplements the Kenobi Wealth LLC Firm Brochure. You should have received a copy of that brochure. Please contact us at the number above if you did not receive Kenobi Wealth LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Anand Narayan is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2: Educational Background and Business Experience

Anand Narayan (born 1990) is the Founder and Principal Adviser of Kenobi Wealth LLC. He holds a B.S. in Chemical Engineering from Rutgers University (2012) and an MBA from Cornell University (2020).

Professional and Business Experience (Past 10 Years):

- Founder & Principal Adviser – Kenobi Wealth LLC (2025–Present)
- Founder – Kenobi Capital LLC (M&A and business advisory) (2024–Present)

- Founder – Teksana Inc (Staffing and consulting) (2017–Present; Inactive)
- Surface Warfare Officer / Nuclear Propulsion Officer – United States Navy (2011–2016)

Anand has successfully built and exited two businesses, gaining firsthand experience in entrepreneurship, value creation, and disciplined investing. His background as a Navy Nuclear Officer instilled in him a culture of precision, accountability, and long-term thinking—values that shape his approach to financial advice.

He is the author of *Exit By FORCE*, a business book that guides entrepreneurs through preparing for and maximizing their business exit. Anand believes true wealth means freedom of choice, and he invests alongside his clients to align interests and outcomes.

Item 3: Disciplinary Information

Anand Narayan has no legal or disciplinary events to disclose.

Item 4: Other Business Activities

In addition to his role at Kenobi Wealth LLC, Mr. Narayan is the Founder and Managing Member of Kenobi Capital LLC, a firm focused on exit strategy and consulting for small business owners.

He is also the passive owner of Kenobi Echo LLC, an Amazon automation business operated by a third-party team, and the Founder of Teksana Inc, a staffing and consulting firm that is currently inactive.

Mr. Narayan serves in unpaid advisory board roles at the following organizations:

- Ciba Health Inc.
- Veblen Director Programme

These roles do not involve investment advisory services or compensation and are not expected to interfere with his responsibilities at Kenobi Wealth LLC. If any conflict of interest arises in the future, it will be disclosed to clients in writing.

Item 5: Additional Compensation

Anand Narayan may receive commissions or other compensation in his capacity as a licensed insurance agent. This compensation is paid by third-party insurance carriers and is separate from the flat advisory fees paid by clients of Kenobi Wealth LLC.

Clients are under no obligation to purchase insurance through Mr. Narayan. If any product recommendation involves a commission, the compensation structure will be clearly disclosed to the client prior to any transaction or implementation.

Item 6: Supervision

As the Founder and Principal Adviser of Kenobi Wealth LLC, Anand Narayan is self-supervised. He is responsible for ensuring compliance with the firm's policies and regulatory requirements.

If you have any questions about Anand's supervision, please contact Kenobi Wealth LLC at 732.501.0586.

Item 7: Disciplinary Information

Mr. Narayan has not been involved in any legal or disciplinary events that would be material to a client's or prospective client's evaluation of his integrity or advisory services.

Kenobi Wealth – More Than Wealth.
