



## FORM ADV PART 2A – FIRM BROCHURE

### **KENOBI WEALTH LLC**

800 Embassy Drive, STE 609

Austin, TX 78702

Date: February 1, 2026

CRD#: 8044070

Website: [www.KenobiWealth.com](http://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 Kenobi Wealth LLC's qualifications and business practices. If you have any questions about its contents, please get in touch with us at 732.201.2426 or [Support@KenobiWealth.com](mailto:Support@KenobiWealth.com).

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

Additional information about Kenobi Wealth LLC is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

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## **MATERIAL CHANGES**

Kenobi Wealth LLC annual updates for 2026.

The membership structure was changed to Freedom Builder (Individual), Freedom Family (Family) and Freedom Empire (Business).

Minor clauses were updated since the initial report.

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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.

	Freedom Builder	Freedom Accelerator	Freedom Forever
<b>Monthly Fee</b>	\$250	\$400	\$600
<b>Financial Freedom</b>	Comprehensive Lifestyle Design	Comprehensive Lifestyle Design	Comprehensive Lifestyle Design
<b>Milestone Planning</b>	College, Wedding, Home Buying, Vacations, Retirement, Medicare	College, Wedding, Home Buying, Vacations, Retirement, Medicare	College, Wedding, Home Buying, Vacations, Retirement, Medicare
<b>Legacy Planning</b>	Estate Documents + Protection and Inheritance + Long Term Care	Estate Documents + Protection and Inheritance + Long Term Care	Estate Documents + Protection and Inheritance + Long Term Care
<b>Tax Planning</b>	Comprehensive Tax Report	Comprehensive Tax Report	Comprehensive Tax Report
<b>Financial Coach</b>	Unlimited Advisor Access	Unlimited Advisor Access	Unlimited Advisor Access
<b>Investment Management</b>	Personalized For YOU: Core ETF Portfolios, Direct Indexing, Thematic Strategies, Asset-Based Income, and High-Yield Cash Management	Personalized For YOU: Core ETF Portfolios, Direct Indexing, Thematic Strategies, Asset-Based Income, and High-Yield Cash Management	Personalized For YOU: Core ETF Portfolios, Direct Indexing, Thematic Strategies, Asset-Based Income, and High-Yield Cash Management
	No AUM Fees, No Pressure, Ever!	No AUM Fees, No Pressure, Ever!	No AUM Fees, No Pressure, Ever!
<b>Business Advisory</b>	X	X	Business Treasury, Retirement Plans & Benefits Strategy

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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 reports \$5 million in assets under management (AUM) as of February 1, 2026.

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## **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 Family** – \$400/month
- **Freedom Empire** – \$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. The flat fee structure includes all investment management, financial planning, tax, and estate services.

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

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

Either party may terminate at any time with written notice. Monthly fees continue through the end of the month in which your assets remain at Charles Schwab under our advisory relationship. You are responsible for directing the transfer of your assets. Once transferred and the advisory relationship is closed, fees cease at the end of that calendar month. No refunds for services already performed or fees paid while assets remained under our oversight.

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## **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.

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## **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.

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## **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 clients' 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 align 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 making any recommendation.

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

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## 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.

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## ITEM 9: DISCIPLINARY INFORMATION

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

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## **ITEM 10: OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS**

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

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

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## **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.

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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.

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## **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.

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## ITEM 13: REVIEW OF ACCOUNTS

Anand Narayan, CEO and Chief Compliance Officer of Kenobi Wealth LLC, reviews all client accounts and financial plans to ensure alignment with the client's financial goals, risk tolerance, and service tier.

Kenobi Wealth provides quarterly planning reviews across all service tiers. Clients also receive a review whenever a significant 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)

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

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## ITEM 14: CLIENT REFERRALS AND OTHER COMPENSATION

Kenobi Wealth may offer existing clients complimentary advisory services (typically up to four months) in appreciation for referring new clients. These incentives are discretionary and do not obligate clients to make referrals. Service quality does not depend on referral activity.

Kenobi Wealth does not pay third parties for referrals and does not receive economic benefits from non-clients in connection with advisory services.

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## 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).

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A qualified, independent third-party custodian holds all client assets in custody. Clients receive account statements directly from the custodian at least quarterly. 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.

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## **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).

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## **ITEM 17: VOTING CLIENT SECURITIES**

Kenobi Wealth does not vote proxies. Clients receive materials directly from custodians and vote themselves. Kenobi Wealth may assist with interpretation but makes no voting decisions.

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## **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.

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## **ITEM 19: 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.

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## Kenobi Wealth LLC

**Form ADV Part 2B – Brochure Supplement**

**Date:** 02/01/2026

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**Supervised Person:** Anand Narayan

**CRD#:** 8044070

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

**Phone:** 732.201.2426

**Email:** Anand@KenobiWealth.com

**Website:** [www.KenobiWealth.com](http://www.KenobiWealth.com)

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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](http://www.adviserinfo.sec.gov).

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## 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 & Financial Freedom Architect – Kenobi Wealth LLC (2024–Present)
- Co-Founder & Chief Executive Officer – ITTDigital LLC (2020-2024)
- Founder & Chief Executive Officer – Teksana Inc (2017–2024)
- 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.

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## Item 3: Disciplinary Information

Anand Narayan has no legal or disciplinary events to disclose.

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## Item 4: Other Business Activities

In addition to his role at Kenobi Wealth LLC, Mr. Narayan is the Founder of Teksana Inc., a currently inactive staffing and consulting firm.

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

- Ciba Health Inc.

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- 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.

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## **Item 5: Additional Compensation**

Anand Narayan may receive commissions or other compensation as a licensed insurance agent. Insurance carriers pay this compensation, which 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 before any transaction or implementation.

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## **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 get in touch with Kenobi Wealth LLC at [Support@KenobiWealth.com](mailto:Support@KenobiWealth.com) or 732.201.2426.

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## **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.

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