



Kenobi Wealth LLC

Form ADV Part 2B – Brochure Supplement

Date: 03/12/2026

Supervised Person: Anand Narayan

CRD#: 8044070

Business Address: 2154 W Broad St, Scotch Plains, NJ 07076

Phone: 732.201.2426

Email: Anand@KenobiWealth.com

Website: www.KenobiWealth.com

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.

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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 (Magna Cum Laude 2012) and an MBA from Cornell University (Graduated with Distinction 2020).

Professional and Business Experience (Past 10 Years):

- Founder & Freedom Design 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)

Mr. Narayan 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. Mr. Narayan has not been involved in any of the following:

A. Criminal or Civil Actions

No involvement in any criminal or civil action in a domestic, foreign, or military court involving:

- Felony convictions or pleas
- Misdemeanor convictions involving investments, fraud, false statements, theft, bribery, perjury, forgery, counterfeiting, or extortion
- Pending criminal proceedings related to investment activities or fraud
- Violations of investment-related statutes or regulations
- Court orders limiting investment-related activities

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B. Administrative Proceedings

No involvement in administrative proceedings before the SEC, federal agencies, state agencies, or foreign financial authorities involving:

- Loss of authorization to do business
- Violations of investment-related statutes or regulations
- Denial, suspension, or revocation of authorization
- Bars or suspensions from investment-related activities
- Civil money penalties exceeding \$2,500

C. Self-Regulatory Organization (SRO) Proceedings

No involvement in SRO proceedings involving:

- Loss of business authorization
- Violations of SRO rules
- Bars, suspensions, or expulsion from membership
- Limitations on investment-related activities
- Fines exceeding \$2,500

D. Other Disciplinary Actions

No professional attainments, designations, or licenses have been revoked or suspended due to violations of professional conduct rules.

Item 4: Other Business Activities

Licensed Insurance Agent:

Mr. Narayan is a licensed insurance agent and may recommend and sell life insurance, disability insurance, long-term care insurance, and annuity products to clients. When acting in this capacity, Mr. Narayan may receive commissions or other compensation from insurance companies.

This practice gives Mr. Narayan an incentive to recommend insurance products based on the compensation received, rather than solely on the client's needs. Clients have the option to purchase insurance products through other agents not affiliated with Kenobi Wealth LLC.

ITTDigital LLC:

Mr. Narayan holds a 20% ownership interest in ITTDigital LLC, a software development and staffing company owned with immediate family members. Kenobi Wealth LLC provides business administrative services (bookkeeping, payroll coordination, financial oversight) to ITTDigital

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under a separate service agreement at market rates. Mr. Narayan dedicates approximately 2 hours weekly to these administrative services, representing approximately 5% of his professional time.

ITTDigital is not an investment advisory client of Kenobi Wealth and Mr. Narayan does not recommend ITTDigital's services to advisory clients.

Educational Activities:

Mr. Narayan engages in educational activities including podcast hosting ("\$10M Insider Podcast"), authorship (*Exit By FORCE*), and content creation. These activities occupy minimal time and do not create conflicts of interest with advisory clients.

Item 5: Additional Compensation

Mr. 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.

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 Mr. Narayan's supervision, please get in touch with Kenobi Wealth LLC at Support@KenobiWealth.com or 732.201.2426.

Item 7: Disciplinary Information

A. Arbitration Claims

Mr. Narayan has not been involved in any event resulting in an arbitration award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500 involving any of the following:

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- (a) An investment or an investment-related business or activity;
- (b) Fraud, false statement(s), or omissions;
- (c) Theft, embezzlement, or other wrongful taking of property;
- (d) Bribery, forgery, counterfeiting, or extortion; or
- (e) Dishonest, unfair, or unethical practices.

B. Civil, Self-Regulatory Organization, or Administrative Proceedings

Mr. Narayan has not been involved in any event resulting in an award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:

- (a) An investment or an investment-related business or activity;
- (b) Fraud, false statement(s), or omissions;
- (c) Theft, embezzlement, or other wrongful taking of property;
- (d) Bribery, forgery, counterfeiting, or extortion; or
- (e) Dishonest, unfair, or unethical practices.

C. Bankruptcy Petition

Mr. Narayan has not been the subject of a bankruptcy petition at any time.

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FORM ADV PART 2A – FIRM BROCHURE

KENOBI WEALTH LLC

2154 W Broad St

Scotch Plains, NJ 07076

Date: March 12, 2026

CRD#: 335097

Website: www.KenobiWealth.com

Kenobi Wealth LLC is a state-registered investment adviser located in New Jersey. 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.

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.

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MATERIAL CHANGES

This is the filing of Kenobi Wealth LLC's Form ADV Part 2A switching resident states from Texas to New Jersey. There are no material changes to 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 Family	Freedom Empire
Monthly Fee	\$250	\$400	\$600
Financial Freedom	Comprehensive Lifestyle Design	Comprehensive Lifestyle Design	Comprehensive Lifestyle Design
Milestone Planning	College, Wedding, Home Buying, Vacations, Retirement, Medicare	College, Wedding, Home Buying, Vacations, Retirement, Medicare	College, Wedding, Home Buying, Vacations, Retirement, Medicare
Legacy Planning	Estate Documents + Protection and Inheritance + Long Term Care	Estate Documents + Protection and Inheritance + Long Term Care	Estate Documents + Protection and Inheritance + Long Term Care
Tax Planning	Comprehensive Tax Report	Comprehensive Tax Report	Comprehensive Tax Report
Financial Coach	Unlimited Advisor Access	Unlimited Advisor Access	Unlimited Advisor Access
Investment 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	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!
Business Advisory	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 \$6 million in assets under management (AUM) as of March 1, 2026.

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 require or collect fees in advance. All fees are billed after services are rendered for the completed month. Therefore, the firm does not exceed—and in fact maintains zero balance for—the \$500 advance payment threshold referenced in Form ADV Part 1B, Item 2.1.(3).

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.

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

Total Cost Disclosure: While Kenobi Wealth charges only flat monthly advisory fees (no AUM fees), clients may incur additional costs from third-party providers including custodial fees, mutual fund/ETF expense ratios, trading commissions, and other investment product expenses. When combined, total fees and expenses may exceed 3% of assets under management depending on portfolio composition and account size.

Clients should be aware that similar advisory services may be available from other investment advisers for lower fees.

Third-party fees (e.g., custodial fees, fund expenses) are paid to external providers, not Kenobi Wealth LLC. Client assets are held at Charles Schwab & Co., Inc. (CRD #5393).

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 & Co., Inc. 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.

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

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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 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

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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.

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.
- **Business Risk:** Individual companies or sectors may experience operational challenges, declining revenues, competitive pressures, or management failures that negatively impact investment value regardless of broader market conditions.
- **Currency Risk:** Investments in foreign securities or international funds may lose value due to fluctuations in exchange rates between the U.S. dollar and foreign currencies.

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- **Management Risk:** The performance of mutual funds, ETFs, or third-party model portfolios depends on the skill and decisions of fund managers. Poor management decisions or changes in management personnel may negatively impact investment performance.
- **Operational Risk:** Investment entities may face internal failures including inadequate systems, human error, fraud, or breakdowns in operational processes that could result in financial loss or impaired performance.
- **Valuation Risk:** Certain assets, particularly alternative investments or illiquid securities, may be difficult to value accurately. Reported valuations may not reflect true market value or the price achievable upon sale.
- **Credit Risk:** Fixed income investments such as bonds are subject to the risk that the issuer may default on interest or principal payments, particularly in the case of lower-rated or high-yield bonds.
- **Expense-Related Risks:** Investment products carry various fees and expenses (management fees, administrative costs, trading expenses) that reduce net returns. Higher expense ratios can significantly erode long-term performance.
- **Regulatory Risk:** Changes in tax laws, securities regulations, or government policies may adversely affect investment strategies, account structures, or the taxation of investment returns.
- **Cybersecurity Risk:** Investment firms, custodians, and fund companies face threats from cyberattacks, data breaches, or technology failures that could result in unauthorized access to client information, financial loss, or operational disruption.
- **Limited Transparency:** Certain investments, particularly alternative investments such as private equity, venture capital, or hedge funds, may provide limited disclosure regarding holdings, valuations, strategies, or fees, making it difficult for clients to fully assess risks or performance.

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

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of Kenobi Wealth LLC or the integrity of our management.

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Kenobi Wealth LLC and its management personnel have no disciplinary information to report in any of the following categories:

A. Criminal or Civil Actions

No management person of Kenobi Wealth has been involved in or subject to:

- A criminal or civil action in a domestic, foreign, or military court of competent jurisdiction in which the management person:
 - Was convicted of, or pled guilty or nolo contendere ("no contest") to (a) any felony; (b) a misdemeanor that involved investments or an investment-related business, fraud, false statements or omissions, wrongful taking of property, bribery, perjury, forgery, counterfeiting, extortion, or a conspiracy to commit any of these offenses; or
 - Is the named subject of a pending criminal proceeding that involves an investment-related business, fraud, false statements or omissions, wrongful taking of property, bribery, perjury, forgery, counterfeiting, extortion, or a conspiracy to commit any of these offenses; or
 - Was found to have been involved in a violation of an investment-related statute or regulation; or
 - Was the subject of any order, judgment, or decree permanently or temporarily enjoining, or otherwise limiting, the management person from engaging in any investment-related activity, or from violating any investment-related statute, rule, or order.

B. Administrative Proceedings

No management person of Kenobi Wealth has been involved in or subject to:

- An administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign financial regulatory authority in which the management person:
 - Was found to have caused an investment-related business to lose its authorization to do business; or
 - Was found to have been involved in a violation of an investment-related statute or regulation and was the subject of an order by the agency or authority:
 - Denying, suspending, or revoking the authorization of the management person to act in an investment-related business;
 - Barring or suspending the management person's association with an investment-related business;
 - Otherwise significantly limiting the management person's investment-related activities; or
 - Imposing a civil money penalty on the management person, or ordering the management person to cease and desist from any activity.

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C. Self-Regulatory Organization (SRO) Proceedings

No management person of Kenobi Wealth has been involved in or subject to:

- A self-regulatory organization (SRO) proceeding in which the management person:
 - Was found to have caused an investment-related business to lose its authorization to do business; or
 - Was found to have been involved in a violation of the SRO's rules and was:
 - The subject of any order by the SRO barring or suspending the management person from membership or from association with other members, or expelling the management person from membership;
 - The subject of any order by the SRO otherwise significantly limiting the management person's investment-related activities; or
 - Fined more than \$2,500; or
 - Was subject to a proceeding in which a professional attainment, designation, or license of the management person was suspended or revoked because the management person was found to have:
 - Been involved in a violation of an investment-related statute, regulation, or industry standard of conduct; or
 - Engaged in dishonest, unethical, or improper conduct.

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.

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.

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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 at Charles Schwab & Co., Inc. (CRD #5393) as our qualified custodian which handles trade execution, clearing, and settlements.

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.

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- 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

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.

ITEM 15: CUSTODY

Kenobi Wealth LLC does not maintain physical custody of client funds or securities. All client assets are held by qualified, independent third-party custodians.

Deemed Custody Under New Jersey Law

Under New Jersey Administrative Code N.J.A.C. 13:47A-7.2(b)(2), Kenobi Wealth is deemed to have custody of client funds or securities because the Firm maintains arrangements that authorize or permit the withdrawal of client funds upon the investment adviser's instruction to the custodian. Specifically:

1. **Fee Deduction Authority:** The Firm has authority to deduct advisory fees directly from client accounts as permitted by the qualified custodian (e.g., Charles Schwab & Co., Inc., Altruist Financial LLC).
2. **Discretionary Trading Authority:** The Firm maintains discretionary investment management authority, which permits the Firm to instruct the custodian to execute transactions in client accounts.

These arrangements constitute "custody" as defined under New Jersey securities regulations, even though the Firm does not have physical possession of client assets.

Custodial Safeguards

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.

Clients should carefully review custodial statements and compare them to any reports provided by Kenobi Wealth. In the event of any discrepancy, clients should contact the custodian and Kenobi Wealth immediately.

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Pooled Investment Vehicles

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

Kenobi Wealth LLC typically accepts discretionary authority to manage client accounts. This means the Firm may determine, without obtaining specific client consent before each transaction, the securities to be bought or sold and the amount of securities to be bought or sold for client accounts.

Granting Discretionary Authority

Discretionary authority is granted through two documents:

1. **Advisory Agreement:** The client's signed Wealth Advisory Agreement with Kenobi Wealth grants the Firm discretionary investment management authority.
2. **Custodial Authorization:** The client executes custodial account opening documents (e.g., Charles Schwab & Co., Inc. forms) that authorize Kenobi Wealth as the investment adviser with discretionary trading authority on the account.

Discretionary Process and Custodial Access

Once discretionary authority is established, Kenobi Wealth accesses client custodial accounts through the following process:

1. **Electronic Platform Access:** The custodian provides Kenobi Wealth with secure electronic access to its trading platform and portfolio management systems.
2. **Trade Authorization:** When the Firm determines that a transaction is appropriate based on the client's investment objectives, risk tolerance, and portfolio strategy, the Firm electronically submits trade instructions directly to the custodian through the custodian's authorized adviser platform.
3. **Custodial Execution:** The custodian executes the trade instruction and maintains custody of all securities and cash. Kenobi Wealth does not have the ability to withdraw funds or securities from client accounts (except for authorized fee deduction).
4. **Recordkeeping:** All transactions are documented and reflected on custodial statements sent directly to clients.

Client-Imposed Restrictions

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Clients may impose reasonable restrictions or limitations on the Firm's discretionary authority by providing written instructions. Examples include:

- Excluding specific securities or asset classes
- Limiting portfolio allocations to certain sectors or industries
- Requiring socially responsible or values-based investment guidelines
- Restricting sales of specific holdings (e.g., concentrated positions with tax implications)

Such restrictions must be documented in writing and acknowledged by Kenobi Wealth. The Firm reserves the right to decline or terminate an advisory relationship if client-imposed restrictions prevent the Firm from effectively managing the portfolio in accordance with the client's stated objectives.

Non-Discretionary Arrangements

In limited circumstances, Kenobi Wealth may accept non-discretionary arrangements where the client retains authority to approve each transaction before execution. Such arrangements must be explicitly agreed upon in writing and may result in delays in portfolio implementation or rebalancing.

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.

ITEM 18: FINANCIAL INFORMATION

Registered investment advisers are required in this Item to provide you with certain financial information or disclosures about their financial condition. Kenobi Wealth LLC has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients, and has not been the subject of a bankruptcy proceeding.

A. Balance Sheet Requirement

Kenobi Wealth LLC is not required to include a balance sheet with this brochure because:

The Firm does not require or solicit prepayment of fees more than six months in advance and in excess of \$500 per client.

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Kenobi Wealth bills all advisory fees monthly in arrears (after services are rendered). The Firm does not require, request, or accept any prepayment of fees. Therefore, the Firm's advance fee collection is \$0, which does not exceed the \$500 threshold that would trigger the balance sheet requirement.

This policy is consistently applied across all service tiers and all clients, and is disclosed in Item 5 (Fees and Compensation) of this brochure and in all client advisory agreements.

B. Financial Conditions Reasonably Likely to Impair Ability to Meet Contractual Commitments

Kenobi Wealth LLC has no financial condition (such as significant financial difficulties) that is reasonably likely to impair the Firm's ability to meet contractual commitments to clients.

The Firm maintains adequate operational capital, has no outstanding debts or liabilities that would interfere with advisory operations, and operates on a sustainable fee-for-service business model with predictable monthly revenue.

C. Bankruptcy Petitions

Kenobi Wealth LLC and its management personnel have not been the subject of a bankruptcy petition at any time during the past ten years.

ITEM 19: STATE-REGISTERED ADVISERS

A. Principal Executive Officers and Management Persons

Anand Narayan serves as the principal executive officer, Chief Compliance Officer, and sole management person of Kenobi Wealth LLC.

Educational Background and Business Experience:

Mr. Narayan's formal educational background and business experience are provided in detail in Form ADV Part 2B (Brochure Supplement), which is delivered to all clients and is available upon request at any time.

B. Other Business Activities

Licensed Insurance Agent:

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Mr. Narayan is a licensed insurance agent and may recommend and sell life insurance, disability insurance, long-term care insurance, and annuity products to clients. When acting in this capacity, Mr. Narayan may receive commissions or other compensation from insurance companies. This creates a conflict of interest, as Mr. Narayan has a financial incentive to recommend insurance products that generate commissions.

Kenobi Wealth addresses this conflict by:

- Disclosing all compensation arrangements to clients in advance
- Recommending insurance products only when appropriate to the client's financial situation and goals
- Providing clients with the option to purchase insurance products through other agents
- Acting in the client's best interest at all times in accordance with fiduciary duty

ITTDigital LLC:

Mr. Narayan holds a 20% ownership interest in ITTDigital LLC, a family-owned software development and staffing company operated primarily by family members. Kenobi Wealth LLC provides business administrative services (bookkeeping, payroll coordination, financial oversight) to ITTDigital under a separate service agreement at market rates. Mr. Narayan dedicates approximately 2 hours weekly to these services, representing less than 5% of his professional time. ITTDigital is not an investment advisory client of Kenobi Wealth.

Other Activities:

Mr. Narayan may engage in educational activities including podcast hosting ("\$10M Insider Podcast"), authorship, speaking engagements, and content creation. These activities are educational in nature and do not create material conflicts of interest with advisory clients.

C. Performance-Based Fees

Kenobi Wealth LLC does **not** charge performance-based fees (fees based on a share of capital gains or capital appreciation of client assets). The Firm uses a fixed monthly fee structure as disclosed in Item 5 of this brochure.

D. Disciplinary Information - Arbitration Claims and Civil/Administrative Proceedings

Anand Narayan has **not** been involved in any of the following:

Arbitration Claims:

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Mr. Narayan has not been involved in any event resulting in an arbitration award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500 involving any of the following:

- (a) An investment or an investment-related business or activity;
- (b) Fraud, false statement(s), or omissions;
- (c) Theft, embezzlement, or other wrongful taking of property;
- (d) Bribery, forgery, counterfeiting, or extortion; or
- (e) Dishonest, unfair, or unethical practices.

Civil, Self-Regulatory Organization, or Administrative Proceedings:

Mr. Narayan has not been involved in any event resulting in an award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:

- (a) An investment or an investment-related business or activity;
 - (b) Fraud, false statement(s), or omissions;
 - (c) Theft, embezzlement, or other wrongful taking of property;
 - (d) Bribery, forgery, counterfeiting, or extortion; or
 - (e) Dishonest, unfair, or unethical practices.
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E. Relationships or Arrangements with Issuers of Securities

Neither Kenobi Wealth LLC nor Anand Narayan has any relationship or arrangement with issuers of securities that is material to the Firm's advisory business or to clients.

The Firm does not receive compensation, revenue-sharing, referral fees, or other benefits from any mutual fund company, ETF issuer, insurance company, broker-dealer, custodian, or other product provider in exchange for recommending their products or services to clients.

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