



Transcend Wealth

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FORM ADV PART 2A DISCLOSURE BROCHURE

February 15, 2023

This brochure provides information about the qualifications and business practices of Transcend Wealth, LLC. Being registered as a registered investment adviser does not imply a certain level of skill or training. If you have any questions about the contents of this brochure, please contact us at 216-236-1106. 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 Transcend Wealth, LLC (CRD #292210) is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2: Material Changes

Annual Update

The Material Changes section of this brochure will be updated annually or when material changes occur since the previous release of the Firm Brochure.

Material Changes since the Last Update

This update is in accordance with the required annual update for Registered Investment Advisors. Since the last filing of this brochure on February 15, 2022, the following changes have occurred:

- Item 4 has been updated to disclose the most recent calculation of assets under management.

Full Brochure Available

This Firm Brochure being delivered is the complete brochure for the Firm.

Item 3: Table of Contents

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Item 4: Advisory Business

Firm Description

Transcend Wealth, LLC dba Transcend Wealth ("Transcend Wealth") is registered as an Investment Adviser with the State of Ohio. The firm was founded in 2018 by Dennis Coon, CFP® who is the sole owner and supervisory principal. Additional information about Mr. Coon may be found in Form ADV Part 2B which accompanies this brochure.

As a fee-based financial planning and investment management firm, Transcend Wealth does not sell annuities or insurance products, nor does it collect commission from the sale of any financial products. Transcend Wealth does not act as a custodian of Client assets, so clients wishing to retain the firm for investment management purposes will have to use one of Transcend Wealth's qualified custodians.

An evaluation of each Client's initial situation is provided to the Client, often in the form of a net worth statement, risk analysis or similar document. Periodic reviews are also communicated to provide reminders of the specific courses of action that need to be taken. More frequent reviews occur but are not necessarily communicated to the Client unless immediate changes are recommended.

Occasionally other professionals (e.g., lawyers, accountants, tax preparers, insurance agents, etc.) will be engaged by the Client on an as-needed basis and may charge fees of their own. Conflicts of interest will be disclosed to the Client in the event they should occur.

Types of Advisory Services

FINANCIAL PLANNING AND CONSULTING

We provide financial planning services on topics including but not limited to, Retirement Planning, Estate Planning, Investments, Risk Management, Taxes, Education Planning, Social Security, Divorce Planning and Long Term Care Planning.

Our financial planning engagements typically follow our financial planning process, which begins with a one-hour discovery meeting. During this initial meeting we discuss your goals, values and priorities, as well review our planning process and define our roles and responsibilities. If we are a good fit for one another, we will execute an agreement and move forward.

The next step in our process is a 90 minute data gathering meeting, during which we will review your current financial situation and define your short and long-term financial goals. Next we will hold a strategy meeting where we will review various approaches addressing your goals. During this meeting you will have time to ask as many questions as needed, and if necessary, we can adjust our recommendations based on your feedback.

Following the development of your customized financial plan, we will hold an implementation meeting. During this meeting we will review the final plan and discuss the steps towards implementation. We will assist you with how to carry out our recommendations, including coordinating with your accountant,

attorney, or other professionals. We will also conduct periodic review meetings to help keep you focused, and your plan on track.

In addition, Transcend Wealth offers adhoc financial planning services on a project basis.

Conflicts of interest are inevitable. Transcend Wealth will disclose these conflicts as we see them. If a conflict of interest exists between the interests of Transcend Wealth and the interests of the Client, the Client is under no obligation to act upon our recommendation. If the Client elects to act on any of our recommendations, they are under no obligation to effect those transactions through us. Financial plans will be completed and delivered inside of ninety (90) days contingent upon timely delivery of all required documentation.

ASSET MANAGEMENT

Transcend Wealth offers discretionary and non-discretionary asset management services to advisory Clients. Our firm provides advice to a client regarding the investment of client funds based on the individual needs of the client. Through personal discussions in which goals and objectives are established, Transcend Wealth will develop a client's personal investment policy or an investment plan with an asset allocation target, and create and manage that portfolio with that policy and asset allocation target in mind. During the initial data gathering process, we determine a client's individual objectives, time horizon, liquidity needs and risk tolerance. We will also discuss the client's prior investment history and experience. Investment strategies, investment selection, asset allocation, portfolio monitoring and the overall investment program will be based on the above factors. The Client will authorize Transcend Wealth discretionary authority to execute selected investment program transactions as stated within the Investment Advisory Agreement.

Discretionary

When the Client provides Transcend Wealth discretionary authority the Client will sign a limited trading authorization or equivalent. Transcend Wealth will have the authority to execute transactions in the account without seeking Client approval on each transaction.

Non-discretionary

When the Client elects to use Transcend Wealth on a non-discretionary basis, Transcend Wealth will determine the securities to be bought or sold and the amount of the securities to be bought or sold. However, Transcend Wealth will obtain prior Client approval on each and every transaction before executing any transaction.

The firm manages advisory accounts on a discretionary or non-discretionary basis, as agreed with each client.

For discretionary accounts, we may implement investment transactions without seeking prior client consent. For non-discretionary account, we will seek prior client consent for every contemplated transaction. Therefore, clients with non-discretionary accounts should understand that any delay in obtaining consent may result in less favorable trading terms, including higher security price and/or higher transaction costs in the security we wish to transact.

As part of the recommendations provided, the Client may have a financial plan completed. This may include, but is not limited to a thorough review of all applicable topics such as Wills, Estate Plans and Trusts, Investments, Taxes, Qualified Plans, Insurance, Retirement Income, Social Security, and College Planning. If a conflict of interest exists between the interests of Transcend Wealth and the interests of the Client, the Client is under no obligation to act upon Transcend Wealth's recommendation. If the Client elects to act on any of the recommendations, the Client is under no obligation to effect the transaction through Transcend Wealth. This service will be provided at no additional cost to the Client.

VARIABLE ANNUITY MANAGEMENT

Transcend Wealth offers both non-discretionary and discretionary direct asset management services to advisory Clients on their variable annuities. Transcend Wealth will work with individuals to assemble an appropriate portfolio of investment options as provided through the insurance company that services the variable annuity investment. The accounts will be monitored on an annual basis.

EDUCATIONAL SEMINARS AND WORKSHOPS

Transcend Wealth holds seminars and workshops to educate the public on different types of investments and the different services they offer. The seminars are educational in nature and no specific investment or tax advice is given.

Client Tailored Services and Client Imposed Restrictions

Transcend Wealth offers the same suite of services to all of its clients. However, specific client investment strategies, and their implementation are dependent upon each client's current situation. The goals and objectives for each Client are documented in our Client files. Clients may impose restrictions on investing in certain securities or types of securities in accordance with their values or beliefs. However, if the restrictions prevent Transcend Wealth from properly servicing the client's account, Transcend Wealth reserves the right to end the relationship. Additionally, agreements may not be assigned or amended without the client's written consent.

Wrap Fee Programs

Transcend Wealth does not sponsor any wrap fee programs.

Client Assets under Management

As of December 31, 2022, Transcend Wealth had approximately \$47,600,000 of client assets under management on a discretionary basis and \$0 on a non-discretionary basis.

Item 5: Fees and Compensation

Method of Compensation and Fee Schedule

ONE-TIME FINANCIAL PLANNING AND CONSULTING

FIXED FEES

Financial planning services with Transcend Wealth will generally be offered on fixed fee basis. The fixed fee will be agreed upon prior to the start of any financial planning work. The fixed fee can range from \$500 to \$3,500 and is negotiable. If a fixed fee program is chosen, the entire fee is due at the beginning of the process. Services generally are completed and delivered inside of ninety (90) days, and the client may cancel within five (5) business days of signing our planning agreement with no obligation and without penalty. If the client cancels after five (5) business days, any unearned fees will be refunded to the client.

HOURLY FEES

Adhoc one-time financial planning services with Transcend Wealth will be offered on an hourly fee basis. The hourly fee for these services ranges between \$100 and \$250 per hour and is negotiable. Fees will be due at plan delivery/project completion and are billed in 12 minute increments (1/5 of an hour). Services are generally completed and delivered inside of thirty (30) days, and the client may cancel within five (5) business days of signing the financial planning agreement with no obligation and without penalty. If the client cancels after five (5) business days, any unpaid earned fees will be due to Transcend Wealth.

ASSET MANAGEMENT

Transcend Wealth offers direct asset management services to advisory Clients. Transcend Wealth charges an annual investment advisory fee based on the total assets under management as follows:

Assets Under Management	Annual Fee	Quarterly Fee
First \$500,000 (\$0 - \$500,000)	1.15%	.2875%
Your next \$500,000 (\$500,001 - \$1,000,000)	0.75%	.1875%
Your next \$1,000,000 (\$1,000,001 to \$2,000,000)	0.60%	.1500%
Your next \$1,000,000 (\$2,000,001 to \$3,000,000)	0.50%	.1250%
Subsequent amounts \$3,000,001 and above	0.45%	.1125%

This is a blended fee schedule, the asset management fee is calculated by applying different rates to different portions of the portfolio. Transcend Wealth may group certain related Client accounts for the purposes of achieving the minimum account size and determining the annualized fee.

For example (based on quarterly billing period): This is a blended fee schedule, the asset management fee is calculated by applying different rates to different portions of the portfolio. Transcend Wealth may group

certain related Client accounts for the purposes of achieving the minimum account size and determining the annualized fee.

For example, a Client with \$2,500,000 under management would pay \$4,500.00 on a quarterly basis.

<u>AUM</u>	<u>Quarterly fee</u>	<u>Total</u>
First \$500,000	x 0.2875% =	\$1,437.50
Next \$500,000	x 0.1875% =	\$937.50
Next \$1,000,000	x 0.1500%=	\$1,500.00
Next \$500,000	x 0.1250%=	\$625
Grand total for the quarter		\$4,500.00

The annual fee may be negotiable based upon certain criteria (e.g., historical relationship, type of assets, anticipated future earning capacity, anticipated future additional assets, dollar amounts of assets to be managed, related accounts, account composition, negotiations with Clients, etc.). Fees are billed quarterly in arrears based on the amount of assets managed as of the close of business on the last business day of the previous quarter. Lower fees for comparable services may be available from other sources. Clients may terminate their account within five (5) business days of signing the Investment Advisory Agreement with no obligation and without penalty. Clients may terminate advisory services with thirty (30) days written notice. For accounts opened or closed mid-billing period, any unpaid earned fees will be due to Transcend Wealth. Client shall be given thirty (30) days prior written notice of any increase in fees. Any increase in fees will be acknowledged in writing by both parties before any increase in said fees occurs.

VARIABLE ANNUITY MANAGEMENT

The fees for these services will be based on a percentage of Assets Under Management as follows:

Assets Under Management	Annual Fee	Quarterly Fee
First \$500,000 (\$0 - \$500,000)	1.15%	.2875%
Your next \$500,000 (\$500,001 - \$1,000,000)	0.75%	.1875%
Your next \$1,000,000 (\$1,000,001 to \$2,000,000)	0.60%	.1500%
Your next \$1,000,000 (\$2,000,001 to \$3,000,000)	0.50%	.1250%
Subsequent amounts \$3,000,001 and above	0.45%	.1125%

This is a blended fee schedule, the asset management fee is calculated by applying different rates to different portions of the portfolio. Transcend Wealth may group certain related Client accounts for the purposes of achieving the minimum account size and determining the annualized fee.

For example (based on quarterly billing period): This is a blended fee schedule, the asset management fee is calculated by applying different rates to different portions of the portfolio. Transcend Wealth may group

certain related Client accounts for the purposes of achieving the minimum account size and determining the annualized fee.

For example, a Client with \$2,500,000 under management would pay \$4,500.00 on a quarterly basis.

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First \$500,000	x 0.2875% =	\$1,437.50
Next \$500,000	x 0.1875% =	\$937.50
Next \$1,000,000	x 0.1500%=	\$1,500.00
Next \$500,000	x 0.1250%=	\$625
Grand total for the quarter		\$4,500.00

Fees will be disclosed prior to Client signing the Investment Advisory Agreement. Transcend Wealth's fees are billed quarterly in arrears based on the amount of assets managed as of the close of business on the last business day of the previous quarter. Quarterly advisory fees will be paid in one of the following ways:

- Deduct from another non-qualified Client's account held with Transcend Wealth
- Deduct from another qualified account if eligible, i.e. over 59 ½
- Direct billing to the Client payable within 10 days of invoice presentation
- Deduct from Client's annuity account

The annual fee may be negotiable based upon certain criteria (e.g., historical relationship, type of assets, anticipated future earning capacity, anticipated future additional assets, dollar amounts of assets to be managed, related accounts, account composition, negotiations with Clients, etc.). Accounts within the same household may be combined for a reduced fee. Lower fees for comparable services may be available from other sources. Clients may terminate their account within five (5) business days of signing the Investment Advisory Agreement with no obligation and without penalty. Clients may terminate advisory services with thirty (30) days written notice. Client will be entitled to a pro rata refund for the days service was not provided in the final billing period. Client shall be given thirty (30) days prior written notice of any increase in fees, and Client will acknowledge, in writing, any agreement of increase in said fees.

EDUCATIONAL SEMINARS AND WORKSHOPS

Transcend Wealth holds seminars and workshops to educate the public on different types of investments and the different services they offer. The seminars are educational in nature and no specific investment or tax advice is given.

Transcend Wealth offers these seminars for a fee of \$49 to \$149 per person.

Client Payment of Fees

Investment management fees are billed quarterly in arrears, meaning that we invoice you after the billing period. Fees are usually deducted from a designated Client account to facilitate billing. The Client must consent in advance to direct debiting of their investment account.

Fees for one-time financial plans are due prior to the start of any financial planning work.

Fees for hourly adhoc one-time financial plans are due at plan delivery/project completion.

Transcend Wealth, in its sole discretion, may charge a lesser investment advisory fee based upon certain criteria (e.g., historical relationship, type of assets, anticipated future earning capacity, anticipated future additional assets, dollar amounts of assets to be managed, related accounts, account composition, negotiations with Clients, etc.).

Additional Client Fees Charged

In addition to the Annual Fee, Clients may also incur certain charges imposed by third parties in connection with investments made, including those imposed by the custodian. These may include, but are not limited to, the following: mutual fund or money market 12b-1 fees, sub-transfer agent fees, certain deferred sales charges on previously purchased mutual funds transferred into the account, other transaction charges on purchases or sales of certain mutual funds, equities, and exchange-traded funds and service fees, IRA fees, creation and development fees or similar fees imposed by unit investment trust sponsors, and other charges required by law. Transcend Wealth does not receive any portion of these fees. Further information regarding charges and fees assessed by a mutual fund or variable annuity are available in the appropriate prospectus.

For more details on the brokerage practices, see Item 12 of this brochure.

Prepayment of Client Fees

Fees for one-time financial plans are due prior to the start of any financial planning work.

If the Client cancels after five (5) business days, any unearned fees will be refunded to the Client, or any unpaid earned fees will be due to Transcend Wealth.

External Compensation for the Sale of Securities to Clients

Transcend Wealth does not receive any external compensation for the sale of securities to clients, nor do any of the investment advisor representatives of Transcend Wealth.

Item 6: Performance-Based Fees and Side-by-Side Management

Sharing of Capital Gains

Fees are not based on a share of the capital gains or capital appreciation of managed securities.

Transcend Wealth does not use a performance-based fee structure because of the conflict of interest. Performance based compensation may create an incentive for Transcend Wealth to recommend an investment that may carry a higher degree of risk to the Client.

Item 7: Types of Clients

Description

Transcend Wealth generally provides financial planning and investment advice to individuals and high net worth individuals.

Client relationships vary in scope and length of service.

Account Minimums

Transcend Wealth does not require a minimum to open an account.

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

Methods of Analysis

Security analysis methods may include fundamental analysis. Investing in securities involves risk of loss that clients should be prepared to bear. Past performance is not a guarantee of future returns.

Fundamental analysis concentrates on factors that determine a company's value and expected future earnings. This strategy would normally encourage equity purchases in stocks that are undervalued or priced below their perceived value. The risk assumed is that the market will fail to reach expectations of perceived value.

In developing a financial plan for a client, Transcend Wealth's analysis may include cash flow analysis, investment planning, risk management, tax planning and estate planning. Based on the information gathered, a detailed strategy is tailored to the client's specific situation.

The main sources of information include financial newspapers and magazines, annual reports, prospectuses, and filings with the Securities and Exchange Commission.

The investment strategy for a specific client is based upon the objectives stated by the client during consultations. Client's may change these objectives at any time by providing written notice to Transcend Wealth. Each client executes a profile form or similar questionnaire that documents their objectives and their desired investment strategy.

Security Specific Material Risks

All investment programs have certain risks that are borne by the investor. Our investment approach constantly keeps the risk of loss in mind. Investors face the following investment risks and should discuss these risks with Transcend Wealth:

- **Market Risk:** The prices of securities held by mutual funds in which clients invest may decline in response to certain events taking place around the world, including those directly involving the companies whose securities are owned by a fund; conditions affecting the general economy; overall market changes; local, regional or global political, social or economic instability; and currency, interest rate and commodity price fluctuations. Investors should have a long-term perspective and be able to tolerate potentially sharp declines in market value.
- **Interest-rate Risk:** Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- **Inflation Risk:** When any type of inflation is present, a dollar today will buy more than a dollar next year, because purchasing power is eroding at the rate of inflation.
- **Currency Risk:** Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- **Reinvestment Risk:** This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- **Liquidity Risk:** Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- **Management Risk:** The advisor's investment approach may fail to produce the intended results. If the advisor's assumptions regarding the performance of a specific asset class or fund are not realized in the expected time frame, the overall performance of the Client's portfolio may suffer.
- **Equity Risk:** Equity securities tend to be more volatile than other investment choices. The value of an individual mutual fund or ETF can be more volatile than the market as a whole. This volatility affects the value of the Client's overall portfolio. Small- and mid-cap companies are subject to additional risks. Smaller companies may experience greater volatility, higher failure rates, more limited markets, product lines, financial resources, and less management experience than larger companies. Smaller companies may also have a lower trading volume, which may disproportionately affect their market price, tending to make them fall more in response to selling pressure than is the case with larger companies.
- **Fixed Income Risk:** The issuer of a fixed income security may not be able to make interest and principal payments when due. Generally, the lower the credit rating of a security, the greater the risk that the issuer will default on its obligation. If a rating agency gives a debt security a lower rating, the value of the debt security will decline because investors will demand a higher rate of return. As nominal interest rates rise, the value of fixed income securities held by a

fund is likely to decrease. A nominal interest rate is the sum of a real interest rate and an expected inflation rate.

- **Investment Companies Risk:** When a Client invests in open end mutual funds or ETFs, the client indirectly bears their proportionate share of any fees and expenses payable directly by those funds. Therefore, the Client will incur higher expenses, which may be duplicative. In addition, the Client's overall portfolio may be affected by losses of an underlying fund and the level of risk arising from the investment practices of an underlying fund (such as the use of derivatives). ETFs are also subject to the following risks: (i) an ETF's shares may trade at a market price that is above or below their net asset value or (ii) trading of an ETF's shares may be halted if the listing exchange's officials deem such action appropriate, the shares are delisted from the exchange, or the activation of market-wide "circuit breakers" (which are tied to large decreases in stock prices) halts stock trading generally. Adviser has no control over the risks taken by the underlying funds in which Client invests.
- **Long-term purchases:** Long-term investments are those vehicles purchased with the intension of being held for more than one year. Typically the expectation of the investment is to increase in value so that it can eventually be sold for a profit. In addition, there may be an expectation for the investment to provide income. One of the biggest risks associated with long-term investments is volatility, the fluctuations in the financial markets that can cause investments to lose value.
- **Trading risk:** Investing involves risk, including possible loss of principal. There is no assurance that the investment objective of any fund or investment will be achieved.
- **Variable Annuity Risk:** A variable annuity is a form of insurance where the seller or issuer (typically an insurance company) makes a series of future payments to a buyer (annuitant) in exchange for the immediate payment of a lump sum (single-payment annuity) or a series of regular payments (regular-payment annuity). The payment stream from the issuer to the annuitant has an unknown duration based principally upon the date of death of the annuitant. At this point, the contract will terminate, and the remainder of the funds accumulated are forfeited unless there are other annuitants or beneficiaries in the contract. Annuities can be purchased to provide an income during retirement. Unlike fixed annuities that make payments in fixed amounts or in amounts that increase by a fixed percentage, variable annuities, pay amounts that vary according to the performance of a specified set of investments, typically bond and equity mutual funds. Many variable annuities typically impose asset-based sales charges or surrender charges for withdrawals within a specified period. Variable annuities may impose a variety of fees and expenses, in addition to sales and surrender charges, such as mortality and expense risk charges; administrative fees; underlying fund expenses; and charges for special features, all of which can reduce the return. Earnings in a variable annuity do not provide all the tax advantages of 401(k)s and other before-tax retirement plans. Once the investor starts withdrawing money from their variable annuity, earnings are taxed at the ordinary income rate, rather than at the lower capital gains rates applied to other non-tax-deferred vehicles which are held for more than one year. Proceeds of most variable annuities do not receive a "step-up" in cost basis when the owner dies like

stocks, bonds and mutual funds do. Some variable annuities offer "bonus credits." These are usually not free. In order to fund them, insurance companies typically impose mortality and expense charges and surrender charge periods. In an exchange of an existing annuity for a new annuity (so-called 1035 exchanges), the new variable annuity may have a lower contract value and a smaller death benefit; may impose new surrender charges or increase the period of time for which the surrender charge applies; may have higher annual fees; and provide another commission for the broker.

The specific risks associated with financial planning include:

- Risk of Loss
 - Client fails to follow the recommendations of Transcend Wealth resulting in loss
 - Client has changes in financial status or lifestyle and therefore plan recommendations are no longer valid.

Item 9: Disciplinary Information

Criminal or Civil Actions

Transcend Wealth and its management have not been involved in any criminal or civil action.

Administrative Enforcement Proceedings

Transcend Wealth and its management have not been involved in administrative enforcement proceedings.

Self- Regulatory Organization Enforcement Proceedings

Transcend Wealth and its management have not been involved in legal or disciplinary events that are material to a Client's or prospective Client's evaluation of Transcend Wealth or the integrity of its management.

Item 10: Other Financial Industry Activities and Affiliations

Broker-Dealer or Representative Registration

Transcend Wealth is not registered as a broker- dealer and no affiliated representatives of Transcend Wealth are registered representatives of a broker-dealer.

Futures or Commodity Registration

Neither Transcend Wealth nor its affiliated representatives are registered or have an application pending to register as a futures commission merchant, commodity pool operator, or a commodity trading advisor.

Material Relationships Maintained by this Advisory Business and Conflicts of Interest

There are no material relationships to disclose.

Recommendations or Selections of Other Investment Advisors and Conflicts of Interest

Transcend Wealth does not select or recommend other investment advisors.

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

Code of Ethics Description

The affiliated persons (affiliated persons include employees and/or independent contractors) of Transcend Wealth have committed to a Code of Ethics ("Code"). The purpose of our Code is to set forth standards of conduct expected of Transcend Wealth affiliated persons and addresses conflicts that may arise. The Code defines acceptable behavior for affiliated persons of Transcend Wealth. The Code reflects Transcend Wealth and its supervised persons' responsibility to act in the best interest of their client.

One area which the Code addresses is when affiliated persons buy or sell securities for their personal accounts and how to mitigate any conflict of interest with our clients. We do not allow any affiliated persons to use non-public material information for their personal profit or to use internal research for their personal benefit in conflict with the benefit to our clients.

Transcend Wealth's policy prohibits any person from acting upon or otherwise misusing non-public or inside information. No advisory representative or other affiliated person, officer or director of Transcend Wealth may recommend any transaction in a security or its derivative to advisory clients or engage in personal securities transactions for a security or its derivatives if the advisory representative possesses material, non-public information regarding the security.

Transcend Wealth's Code is based on the guiding principle that the interests of the client are our top priority. Transcend Wealth's officers, directors, advisors, and other affiliated persons have a fiduciary duty to our clients and must diligently perform that duty to maintain the complete trust and confidence of our clients. When a conflict arises, it is our obligation to put the client's interests over the interests of either affiliated persons or the company.

The Code applies to "access" persons. "Access" persons are affiliated persons who have access to non-public information regarding any clients' purchase or sale of securities, or non-public information regarding the portfolio holdings of any reportable fund, who are involved in making securities recommendations to clients, or who have access to such recommendations that are non-public.

The firm will provide a copy of the Code of Ethics to any client or prospective client upon request.

Investment Recommendations Involving a Material Financial Interest and Conflict of Interest

Transcend Wealth and its affiliated persons do not recommend to clients securities in which we have a material financial interest.

Advisory Firm Purchase of Same Securities Recommended to Clients and Conflicts of Interest

Transcend Wealth and its affiliated persons may buy or sell securities that are also held by clients. In order to mitigate conflicts of interest such as trading ahead of client transactions, affiliated persons are required to disclose all reportable securities transactions as well as provide Transcend Wealth with copies of their brokerage statements.

The Chief Compliance Officer of Transcend Wealth is Dennis Coon. He reviews all trades of the affiliated persons each quarter. The personal trading reviews ensure that the personal trading of affiliated persons does not affect the markets and that clients of the firm receive preferential treatment over associated persons' transactions.

Client Securities Recommendations or Trades and Concurrent Advisory Firm Securities Transactions and Conflicts of Interest

Transcend Wealth does not maintain a firm proprietary trading account and does not have a material financial interest in any securities being recommended and therefore no conflicts of interest exist. However, affiliated persons may buy or sell securities at the same time they buy or sell securities for clients. In order to mitigate conflicts of interest such as front running, affiliated persons are required to disclose all reportable securities transactions as well as provide Transcend Wealth with copies of their brokerage statements.

The Chief Compliance Officer of Transcend Wealth is Dennis Coon. He reviews all employee trades each quarter. The personal trading reviews ensure that the personal trading of affiliated persons does not affect the markets and that Clients of the firm receive preferential treatment over associated persons' transactions.

Item 12: Brokerage Practices

Factors Used to Select Broker-Dealers for Client Transactions

Transcend Wealth may recommend the use of a particular broker-dealer or may utilize a broker-dealer of the client's choosing. Transcend Wealth will select appropriate brokers based on a number of factors including but not limited to their relatively low transaction fees and reporting ability. Transcend Wealth relies on its broker to provide its execution services at the best prices available. Lower fees for comparable

services may be available from other sources. Clients pay for any and all custodial fees in addition to the advisory fee charged by Transcend Wealth.

- **Directed Brokerage**
In circumstances where a client directs Transcend Wealth to use a certain broker-dealer, Transcend Wealth still has a fiduciary duty to its clients. The following may apply with Directed Brokerage: Transcend Wealth's inability to negotiate commissions, to obtain volume discounts, there may be a disparity in commission charges among clients and conflicts of interest arising from brokerage firm referrals.
- **Best Execution**
Investment advisors who manage or supervise client portfolios have a fiduciary obligation of best execution. The determination of what may constitute best execution and price in the execution of a securities transaction by a broker involves a number of considerations and is subjective. Factors affecting brokerage selection include the overall direct net economic result to the portfolios, the efficiency with which the transaction is effected, the ability to effect the transaction where a large block is involved, the operational facilities of the broker-dealer, the value of an ongoing relationship with such broker and the financial strength and stability of the broker. The firm does not receive any portion of the trading fees.
- **Soft Dollar Arrangements**
Transcend Wealth does not receive soft dollar benefits.

Transcend Wealth is not affiliated with the brokerage firm. Broker does not supervise Transcend Wealth, its agents or activities.

Aggregating Securities Transactions for Client Accounts

Transcend Wealth is authorized in its discretion to aggregate purchases and sales and other transactions made for the account with purchases and sales and transactions in the same securities for other clients of Transcend Wealth. All clients participating in the aggregated order shall receive an average share price with all other transaction costs shared on a pro-rated basis.

Item 13: Review of Accounts

Schedule for Periodic Review of Client Accounts or Financial Plans and Advisory Persons Involved

Account reviews are performed quarterly by the Chief Compliance Officer of Transcend Wealth. Account reviews are performed more frequently when market conditions dictate. Financial plans generated are updated as requested by the client and pursuant to a new or amended agreement, Transcend Wealth suggests updating at least annually.

Review of Client Accounts on Non-Periodic Basis

Other conditions that may trigger a review of clients' accounts are changes in the tax laws, new investment information, and changes in a client's own situation.

Content of Client Provided Reports and Frequency

Clients receive written account statements no less than quarterly for managed accounts. Account statements are issued by Transcend Wealth's custodian. Client receives confirmations of each transaction in account from custodian and an additional statement during any month in which a transaction occurs.

Item 14: Client Referrals and Other Compensation

Economic Benefits Provided to the Advisory Firm from External Sources and Conflicts of Interest

Transcend Wealth does not receive any economic benefits from external sources.

Advisory Firm Payments for Client Referrals

Transcend Wealth does not compensate for client referrals.

Item 15: Custody

Account Statements

All assets are held at qualified custodians, which means the custodians provide account statements directly to clients at their address of record at least quarterly. Clients are urged to compare the account statements received directly from their custodians to any documentation or reports prepared by Transcend Wealth.

Transcend Wealth is deemed to have constructive custody solely because advisory fees are directly deducted from client's accounts by the custodian on behalf of Transcend Wealth.

Transcend Wealth is not affiliated with the custodian. The custodian does not supervise Transcend Wealth, its agents or activities.

Item 16: Investment Discretion

Discretionary Authority for Trading

Transcend Wealth may require discretionary authority to manage securities accounts on behalf of clients. Transcend Wealth has the authority to determine, without obtaining specific client consent, the securities

to be bought or sold, and the amount of the securities to be bought or sold. If applicable, Client will authorize Transcend Wealth discretionary authority to execute selected investment program transactions as stated within the Investment Advisory Agreement.

Transcend Wealth allows client's to place certain restrictions, as outlined in the client's Investment Policy Statement or similar document. Such restrictions could include only allowing purchases of socially conscious investments. These restrictions must be provided to Transcend Wealth in writing.

The client approves the custodian to be used and the commission rates paid to the custodian. Transcend Wealth does not receive any portion of the transaction fees or commissions paid by the client to the custodian.

Item 17: Voting Client Securities

Proxy Votes

Transcend Wealth does not vote proxies on securities. Clients are expected to vote their own proxies. The client will receive their proxies directly from the custodian of their account or from a transfer agent.

When assistance on voting proxies is requested, Transcend Wealth will provide recommendations to the client. If a conflict of interest exists, it will be disclosed to the client.

Item 18: Financial Information

Balance Sheet

A balance sheet is not required to be provided because Transcend Wealth does not serve as a custodian for client funds or securities and Transcend Wealth does not require prepayment of fees of more than \$500 per client and six months or more in advance.

Financial Conditions Reasonably Likely to Impair Advisory Firm's Ability to Meet Commitments to Clients

Transcend Wealth has no condition that is reasonably likely to impair our ability to meet contractual commitments to our clients.

Bankruptcy Petitions during the Past Ten Years

Neither Transcend Wealth nor its management has had any bankruptcy petitions in the last ten years.

Item 19: Requirements for State Registered Advisors

Education and business background, including any outside business activities for all management and supervised persons can be found in the Supplement to this Brochure (Part 2B of Form ADV Part 2).

Material Relationship Maintained by this Advisory Business or Management persons with Issuers of Securities

None to report.

Item 1 Cover Page
SUPERVISED PERSON BROCHURE
FORM ADV PART 2B

DENNIS COON, CFP®

Transcend Wealth

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February 15, 2023

This brochure supplement provides information about Dennis Coon and supplements the Transcend Wealth, LLC's brochure. You should have received a copy of that brochure. Please contact Dennis Coon if you did not receive the brochure or if you have any questions about the contents of this supplement.

Additional information about Dennis Coon (CRD #4649885) is available on the SEC's website at www.adviserinfo.sec.gov.

Brochure Supplement (Part 2B of Form ADV)

Supervised Person Brochure

Principal Executive Officer – Dennis Coon

- Year of birth: 1977

Item 2 - Educational Background and Business Experience

Educational Background:

- University of Missouri – St. Louis; Bachelor of Science – Business Administration Finance; 2002

Business Experience:

- Transcend Wealth, LLC; Managing Member/Investment Advisor Representative; 01/2018-Present
- American Portfolios Financial Services, Inc.; Registered Representative; 12/2011 – 12/2017
- Hill Financial Group; Investment Advisor Representative; 12/2010 – 12/2017
- Hill Financial Group; Planning Specialist; 09/2010 – 12/2010
- LPL Financial LLC; Registered Representative; 01/2011 – 12/2011
- Law Firm of Knox McLaughlin Gornall and Sennett; Estate Planner; 07/2010 – 09/2010
- Unemployed; 01/2010 – 06/2010
- AXA Advisors, LLC; Investment Advisor Representative; 10/2008 – 12/2009
- AXA Advisors, LLC; Registered Representative; 08/2008 – 12/2009
- UBS Financial Services Inc.; Registered Representative; 07/2006 – 05/2008
- UBS Financial Services Inc.; Investment Advisor Representative; 07/2006 – 12/2007

Professional Certifications

Employees have earned certifications and credentials that are required to be explained in further detail.

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.

Item 3 - Disciplinary Information

Criminal or Civil Action: None to report.

Administrative Proceeding: None to report.

Self-Regulatory Proceeding: None to report.

Item 4 - Other Business Activities Engaged In

None to report.

Item 5 - Additional Compensation

Dennis Coon, CFP® does not receive any performance based fees.

Item 6 - Supervision

Since Dennis Coon, CFP® is the sole owner and investment adviser representative of Transcend Wealth. He is solely responsible for all supervision and formulation and monitoring of investment advice offered to clients. He will adhere to the policies and procedures as described in the firm's Compliance Manual. He can be reached at dennis@transcendwealth.com or 216-236-1106.

Item 7 - Requirements for State-Registered Advisors

Arbitration Claims: None to report.

Self-Regulatory Organization or Administrative Proceeding: None to report.

Bankruptcy Petition: None to report.