



East Bay Financial Services, LLC

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Form ADV Part 2A Disclosure Brochure March 2020

This brochure provides information about the qualifications and business practices of East Bay Financial Services, LLC. If you have any questions about the contents of this brochure, please contact us at (843) 628-3739 or by email at mario@eastbayfs.com. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority. Registration does not imply a certain level of skill or training. Additional information about East Bay Financial Services, LLC, is also available on the SEC's website at www.adviserinfo.sec.gov.

CRD Number: 166207

Item 2: Material Changes

There are no material changes since our last brochure filed in November 2019.

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Item 4: Advisory Business

Description of Advisory Firm

East Bay Financial Services, LLC is a Limited Liability Company organized in the state of South Carolina. The firm was formed in January of 2013 and the principal owner is Mario Anthony Nardone.

Types of Advisory Services

East Bay Financial Services, LLC ("EB" or "East Bay") offers the following services to advisory clients:

Investment Adviser Consulting Services

EB provides ongoing investment adviser consulting services. EB typically assists firm leadership with investment decisions and compliance implementation, as well as providing client-facing presentations such as webinars, and investment reviews and analysis as needed.

Client Tailored Services and Client Imposed Restrictions

EB offers the same suite of services to all its clients. However, specific client recommendations and their implementation are dependent upon the client's current situation.

Wrap Fee Programs

A wrap fee program is an investment program where the investor pays one stated fee that includes management fees, transaction costs, fund expenses, and any other administrative fees. EB does not participate in any wrap fee programs.

Amounts under Management

- EB does not have regulatory assets under management as of December 31, 2019.
- EB has \$1,500,000,000.00 in assets under advisement as of December 31, 2019.

Item 5: Fees and Compensation

Fee Schedule

Investment Adviser Consulting Fees

Fixed Fees

The initial rate for consulting services is typically between \$20,000 and \$50,000 per year, though may be negotiated based upon the complexity of the situation and the needs of the client, and thereafter, the base fee shall automatically increase by 3% each year at the time of each annual renewal.

Fixed Consulting Fees are paid monthly in advance and are either withdrawn directly from the client's accounts with client written authorization or invoiced and billed directly to the client.

Hourly Fees

Depending upon the complexity of the situation and the needs of the client, there may be an additional hourly fee assessed for these services ranging between \$150 and \$300.

Hourly Investment Adviser Consulting Fees are paid monthly in arrears and are either withdrawn directly from the client's accounts with client written authorization or invoiced and billed directly to the client.

All fees are negotiable, and the final fee schedule will be attached as **Exhibit I** of the advisory agreement. Clients may terminate the contract without penalty within 5 business days of signing the advisory agreement.

Prepayment of Fees

Fees that are charged in advance but unearned will be refunded based on the prorated amount of consulting rendered at the point of termination. Fees will be returned within fourteen days to the client via mailed check.

Other Fees and Expenses

All EB clients are investment advisory firms and therefore will generally not have additional expenses for the services provided by EB. The additional expenses charged by custodians, ETFs, and Mutual Funds are typically borne by the investment advisors' underlying clients. Any additional fees incurred by the underlying clients of the investment advisors are distinct from the fees charged by EB. Please see Item 12 of this brochure for Brokerage Practices.

Outside Compensation for the Sale of Securities to Clients

Neither EB nor its supervised persons accept any compensation for the sale of securities or other investment products, including asset-based sales charges or service fees from the sale of mutual funds.

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

East Bay does not accept performance-based fees or other fees based on a share of capital gains on or capital appreciation of the assets of a client.

Item 7: Types of Clients

East Bay generally provides or has the capacity and expertise to provide investment advice to other investment advisory firms. There is no account minimum.

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

Methods of Analysis

East Bay employs both fundamental and cyclical analyses.

Fundamental analysis involves reviewing corporate filings, financial statements, and other economic factors to determine a company's intrinsic value and expected future earnings. The risks of investing based on fundamental analysis include that the information analyzed may be incorrect or misinterpreted and not serve as a basis for valuation.

Cyclical analysis assumes that the markets react in cyclical patterns, which, once identified, can be leveraged to provide performance. The risks with this strategy are two-fold: 1) the markets do not always repeat cyclical patterns, and 2) if too many investors begin to implement this strategy, the cycles can change.

Investment Strategies

East Bay does not offer specific investment strategies. The services offered are customized to each client. EB generally limits its investment advice and/or money management to mutual funds, equities, bonds, fixed income, debt securities, ETFs, real estate, hedge funds, REITs, insurance products including annuities, private placements, and government securities. EB may use other securities as well to help diversify a portfolio when applicable.

Risks of Investing

Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.

Item 9: Disciplinary Information

There is no disciplinary activity to report.

Item 10: Other Financial Industry Activities and Affiliations

Registration as a Broker/Dealer or Broker/Dealer Representative

Neither EB nor its representatives are registered as, or have pending applications to become, a broker/dealer or a representative of a broker/dealer, have pending applications to become a Futures Commission Merchant, Commodity Pool Operator, or a Commodity Trading Advisor, nor have any material relationships to this advisory business that would present a possible conflict of interest.

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

Code of Ethics

East Bay has implemented a Code of Ethics (the "Code") that defines its fiduciary commitment to each client. The Code was developed to provide general ethical guidelines and specific instructions regarding EB's duties to you, its client. EB and its personnel owe a duty of loyalty, fairness, and good faith towards each client.

The Code also addresses the prohibition of trading on insider information and procedures to detect the misuse of material, nonpublic information. To request a copy of our Code, please contact us using the contact details found on the cover of this brochure.

Recommendations Involving Material Financial Interests

EB does not recommend that clients buy or sell any security in which a related person to EB or EB has a material financial interest.

Investing Personal Money in the Same Securities as Clients

From time to time, representatives of EB may buy or sell securities for themselves that they also recommend to clients. This can create a conflict of interest if representatives of EB buy or sell a recommended security in their personal account before placing the trade for the client. To mitigate this potential conflict, EB requires that client account transactions take priority over personal trading by EB representatives.

Trading Securities At/Around the Same Time as Clients' Accounts

From time to time, representatives of EB may buy or sell securities for themselves at or around the same time as clients which can create a conflict of interest. To mitigate this potential conflict, EB requires that client accounts take priority over personal trading by EB representatives.

Item 12: Brokerage Practices

East Bay does not recommend nor have any broker-dealer relationships. EB also does not trade on the securities/models being recommended to the investment advisors.

Item 13: Review of Accounts

East Bay provides extensive research and analysis for clients but does not review underlying accounts or portfolios of the investment advisor.

Easy Bay does provide written reports to the investment advisors regarding market impact and the model recommendations being made.

Item 14: Client Referrals and Other Compensation

East Bay does not directly or indirectly compensate any person who is not advisory personnel for client referrals.

Item 15: Custody

East Bay does not have physical custody of assets.

Item 16: Investment Discretion

East Bay provides non-discretionary investment advisory services to clients as described herein.

Item 17: Voting Client Securities (Proxy Voting)

East Bay will not ask for, nor accept voting authority for client securities. Clients will receive proxies directly from the issuer of the security or the custodian. Clients should direct all proxy questions to the issuer of the security.

Item 18: Financial Information

Balance Sheet

East Bay does not require nor solicit prepayment of more than \$500 in fees per client six months or more in advance and therefore does not need to include a balance sheet with this brochure.

Financial Conditions Reasonably Likely to Impair Ability to Meet Contractual Commitments to Clients

Neither EB nor its management have any financial conditions that are likely to reasonably impair our ability to meet contractual commitments to clients.

Bankruptcy Petitions in Previous Ten Years

EB has not been the subject of a bankruptcy petition in the last ten years.

Item 19: Requirements for State Registered Advisers

Principal Executive Officers and Management Persons

See Form ADV Part 2B (Exhibit A) included herein.

Other Business Activity for this Firm or its Personnel are Engaged

See Form ADV Part 2B (Exhibit A) included herein.

How Performance-Based Fees are Calculated and Degree of Risk to Clients

EB does not accept performance-based fees or other fees based on a share of capital gains on or capital appreciation of the assets of a client.

Material Disciplinary Disclosures for Management Persons of this Firm

No management person at EB or EB has been involved in an arbitration claim or been found liable in a civil, self-regulatory organization, or administrative proceeding that is material to the client's evaluation of the firm or its management.

Material Relationships for Management Persons of this Firm

Neither EB, nor its management persons, has any relationship or arrangement with issuers of securities.