

## Item 1: Cover Page

# Time Well Spent Financial Coaching LLC

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## **Form ADV Part 2A – Firm Brochure**

February 5, 2024

This Brochure provides information about the qualifications and business practices of Time Well Spent Financial Coaching LLC. If you have any questions about the contents of this Brochure, please contact us at (402) 509-2272. 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 Time Well Spent Financial Coaching LLC also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov), which can be found using the firm's identification number, 322147.

Time Well Spent Financial Coaching LLC is a Registered Investment Adviser. Registration does not imply any level of skill or training.

## Item 2: Material Changes

Since the initial filing of the Form ADV Part 2A for Time Well Spent Financial Coaching LLC, the following material changes have been made to this version of the Brochure:

- Our phone number has been updated.
- Our mailing address has been added to the cover pages. We meet with all clients virtually.
- TWSFC became registered in California.
- Our Services and Fees have been restructured in Items 4 and 5.

## Item 3: Table of Contents

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## Item 4: Advisory Business

### **Description of Advisory Firm**

Time Well Spent Financial Coaching LLC is a Registered Investment Adviser principally located in the state of Nebraska. We are registered in the States of Nebraska and California. We are a limited liability company founded in April 2022. Time Well Spent Financial Coaching LLC became registered in 2022. Jennifer Steliga is the principal owner.

As used in this brochure, the words “TWSFC”, "we", "our firm", “Advisor” and "us" refer to Time Well Spent Financial Coaching LLC and the words "you", "your" and "Client" refer to you as either a client or prospective client of our firm.

### **Types of Advisory Services**

TWSFC is a fee-only firm, meaning the only compensation we receive is from our Clients for our services. We offer Financial Planning and Financial Coaching. From time to time, TWSFC recommends third-party professionals such as attorneys, accountants, tax advisors, insurance agents, or other financial professionals. Clients are never obligated to utilize any third-party professional we recommend. TWSFC is not affiliated with nor does TWSFC receive any compensation from third-party professionals we may recommend.

### **Financial Planning Services**

Financial planning involves an evaluation of a Client's current and future financial state by using currently known variables to predict future cash flows, asset values, and withdrawal plans. The key defining aspect of financial planning is that through the financial planning process, all questions, information, and analysis will be considered as they affect and are affected by the entire financial and life situation of the Client. Clients purchasing this service will receive a written report, providing the Client with a detailed financial plan designed to achieve his or her stated financial goals and objectives.

In general, the financial plan will address some or all of the following areas of concern. The Client and TWSFC will work together to select specific areas to cover. These areas may include, but are not limited to, the following:

- **Business Planning:** We provide consulting services for Clients who currently operate their own business, are considering starting a business, or are planning for an exit from their current business. Under this type of engagement, we work with you to assess your current situation, identify your objectives, and develop a plan aimed at achieving your goals.
- **Cash Flow and Debt Management:** We will conduct a review of your income and expenses to determine your current surplus or deficit along with advice on prioritizing how any surplus should be used or how to reduce expenses if they exceed your income. Advice may also be provided on which debts to pay off first based on factors such as the interest rate of the debt and any income tax ramifications. We may also recommend what we believe to be an appropriate cash reserve that should be considered for emergencies and other financial goals, along with a review of accounts (such as money market funds) for such reserves, plus strategies to save desired amounts.
- **College Savings:** Includes projecting the amount that will be needed to achieve college or other post-secondary education funding goals, along with advice on ways for you to save the desired amount.

Recommendations as to savings strategies are included, and, if needed, we will review your financial picture as it relates to eligibility for financial aid or the best way to contribute to grandchildren (if appropriate).

- **Employee Benefits Optimization:** We will provide review and analysis as to whether you, as an employee, are taking the maximum advantage possible of your employee benefits. If you are a business owner, we will consider and/or recommend the various benefit programs that can be structured to meet both business and personal retirement goals.
- **Estate Planning:** This usually includes an analysis of your exposure to estate taxes and your current estate plan, which may include whether you have a will, powers of attorney, trusts, and other related documents. Our advice also typically includes ways for you to minimize or avoid future estate taxes by implementing appropriate estate planning strategies such as the use of applicable trusts. We always recommend that you consult with a qualified attorney when you initiate, update, or complete estate planning activities. We may provide you with contact information for attorneys who specialize in estate planning when you wish to hire an attorney for such purposes. From time-to-time, we will participate in meetings or phone calls between you and your attorney with your approval or request.
- **Financial Goals:** We will help Clients identify financial goals and develop a plan to reach them. We will identify what you plan to accomplish, what resources you will need to make it happen, how much time you will need to reach the goal, and how much you should budget for your goal.
- **Insurance:** Review of existing policies to ensure proper coverage for life, health, disability, long-term care, liability, home, and automobile.
- **Investment Analysis:** This may involve developing an asset allocation strategy to meet Clients' financial goals and risk tolerance, providing information on investment vehicles and strategies, reviewing employee stock options, as well as assisting you in establishing your own investment account at a selected broker/dealer or custodian. The strategies and types of investments we may recommend are further discussed in Item 8 of this brochure.
- **Retirement Planning:** Our retirement planning services typically include projections of your likelihood of achieving your financial goals, typically focusing on financial independence as the primary objective. For situations where projections show less than the desired results, we may make recommendations, including those that may impact the original projections by adjusting certain variables (e.g., working longer, saving more, spending less, taking more risk with investments).

If you are near retirement or already retired, advice may be given on appropriate distribution strategies to minimize the likelihood of running out of money or having to adversely alter spending during your retirement years.

- **Risk Management:** A risk management review includes an analysis of your exposure to major risks that could have a significant adverse impact on your financial picture, such as premature death, disability, property and casualty losses, or the need for long-term care planning. Advice may be provided on ways to minimize such risks and about weighing the costs of purchasing insurance versus the benefits of doing so and, likewise, the potential cost of not purchasing insurance (“self-insuring”).
- **Tax Planning Strategies:** Advice may include ways to minimize current and future income taxes as a part of your overall financial planning picture. For example, we may make recommendations on which type of account(s) or specific investments should be owned based in part on their “tax efficiency,” with the

consideration that there is always a possibility of future changes to federal, state or local tax laws and rates that may impact your situation.

We recommend that you consult with a qualified tax professional before initiating any tax planning strategy, and we may provide you with contact information for accountants or attorneys who specialize in this area if you wish to hire someone for such purposes. We will participate in meetings or phone calls between you and your tax professional with your approval.

Financial Planning Services are offered via our Ongoing Financial Planning and Coaching Services and Project-Based Financial Planning engagements.

***First Year Financial Planning and Coaching.*** This service involves working one-on-one with a financial planner (“planner”) over the course of twelve months. Through this ongoing arrangement, Clients are expected to collaborate with the planner to develop and assist in the implementation of their financial plan (the “plan”). The planner will monitor the plan, recommend any appropriate changes and ensure the plan is up-to-date as the Client’s situation, goals, and objectives evolve.

Upon engaging the firm for financial planning, TWSFC is responsible for obtaining and analyzing all necessary qualitative and quantitative information from the Client that is essential to understanding the Client’s personal and financial circumstances; helping the Client identify, select, and prioritize certain financial goals while understanding the effect that pursuing one goal may have on other potential goals; assessing the Client’s current course of action and alternative courses of action to identify required changes that provide the best opportunity for the client to meet their financial goals; developing & presenting financial planning recommendations based on the aforementioned actions while including all information that was required to be considered in preparing the recommendations; and ongoing monitoring of the Client’s progress toward the goals and objectives that the recommendations are based around. These components all require in-depth collaboration and communication with the Client in order for the planner to establish a financial plan and implementation strategy that provides the Client with the most appropriate options in pursuing their established goals and objectives. As such, this first year entails frequent planning and coaching meetings between the Client and TWSFC (approximately 15 sessions) and approximately 12 hours of planning work by TWSFC. As with all financial planning services offered by TWSFC the Client will be ultimately responsible for the implementation of the financial plan.

***Follow-On Financial Planning and Coaching.*** This service is available to clients after completing the First Year Financial Planning and Coaching program (or the Time to Plan + Time to Build programs). Clients may choose to meet monthly or quarterly for one year (a new agreement will be signed each year); all follow-on year clients will begin their new agreement with an updated annual review of their plan. TWSFC will review the Client’s plan prior to each meeting and make any recommendations necessary to assist clients in staying on track to meet their goals. As with all financial planning services offered by TWSFC the Client will be ultimately responsible for the implementation of the financial plan.

***Time to Plan.*** We offer financial planning on a one-time engagement basis for Clients who do not require or desire a comprehensive ongoing relationship. Financial plans are dynamic, not static. A One-Time Plan is appropriate when a Client needs to figure out where they currently are on the map and which direction to head (and which ones to avoid!). This service includes 3 meetings over a 3-month period: An initial meeting to onboard and review goals; one meeting to review data; and a final meeting to deliver the plan. We also offer up to 2 additional meetings if needed. Time to Plan clients have the option to add-on the Time to Build service (described below).

***Time to Build.*** This is offered as an add-on to the Time to Plan engagement. (Time to Plan + Time to Build = First Year Financial Planning and Coaching.) If, after delivery of the financial plan in “Time to Plan”, the Client determines that they would benefit from greater accountability in implementing their plan in the form of coaching meetings, assistance with detailed cash-flow management techniques, along with more frequent reviews of the initial financial plan by TWSFC, they can choose to enter into Time to Build. The financial plan will be reviewed by TWSFC before each meeting, and action items established for the client to take between sessions.

***Hourly Financial Planning.*** Hourly Financial Planning is available for Clients looking to address specific questions or issues. The Client may choose from one or more of the above topics to cover or other areas as requested and agreed to by TWSFC. Existing first-year and follow-on year clients may also add additional meetings or specific questions on an hourly fee basis. These fees will be calculated on an hourly basis and added to their quarterly invoice. As with all financial planning services offered by TWSFC, when engaging TWSFC on an hourly basis, the Client will be ultimately responsible for the implementation of the financial plan.

### **Educational Seminars / Speaking Engagements**

We may provide seminars for groups seeking general advice on investments and other areas of personal finance. These seminars are purely educational in nature and do not involve the sale of any investment products. Information presented will not be based on any individual’s need, nor does TWSFC provide individualized investment advice to attendees during these seminars. Topics covered during educational seminars will be determined by the Client and TWSFC.

### **Client Tailored Services and Client Imposed Restrictions**

We tailor the delivery of our services to meet the individual needs of our Clients. We consult with Clients initially and on an ongoing basis, through the duration of their engagement with us, to determine risk tolerance, time horizon and other factors that may impact the Clients’ investment and/or planning needs.

### **Wrap Fee Programs**

We do not participate in wrap fee programs.

### **CCR Section 260.235.2 Disclosure**

For Clients who receive our Financial Planning services, we must state when a conflict exists between the interests of our firm and the interests of our Client. Neither TWSFC, nor any affiliate or associated person of TWSFC will receive commissions from the sale of insurance or real estate or will receive fees or other compensation from the sale of securities or other products or services recommended in the financial plan or otherwise has a conflict of interest. Clients are under no obligation to act on TWSFC’s recommendation(s). If Clients elect to act on any of the recommendations, Clients are under no obligation to effect the transaction through TWSFC or its associated person(s). TWSFC and its associated person is not employed as an agent with a licensed broker-dealer or licensed as a broker-dealer.

### **Assets Under Management**

TWSFC does not manage client’s assets.

## Item 5: Fees and Compensation

Please note, unless a Client has received this brochure at least 48 hours prior to signing an Advisory Contract, the Advisory Contract may be terminated by the Client within five (5) business days of signing the Advisory Contract without penalty.

How we are paid depends on the type of advisory services we perform. Below is a brief description of our fees, however, you should review your executed Advisory Contract for more detailed information regarding the exact fees you will be paying. No increase to the agreed-upon advisory fees outlined in the Advisory Contract shall occur without prior Client consent. At no time do we require prepayment of fees greater than \$1,200 (or greater than \$500 for California Clients) more than 6 months in advance.

Please note: Clients who engaged TWSFC for services prior to 2024 may be under a different fee schedule.

TWSFC retains discretion to negotiate lower fees on a case-by-case basis. The final agreed upon fee will be outlined in the Advisory Contract.

### **First Year Financial Planning and Coaching**

TWSFC charges a flat \$6,000 fee for First Year Financial Planning and Coaching. \$400 is due following the first meeting. Installments of \$1,400 are paid quarterly thereafter, in arrears. If TWSFC assesses that additional work above and beyond the minimum work completed is necessary, or client's request additional meetings, this additional work would be charged at a fee of \$200/hour and added to the quarterly invoice with a detailed description of charges.

After the first 12 months of the engagement, should the client decide to continue ongoing services with TWSFC, a new agreement will be signed. An initial fee (due following the first meeting), and quarterly ongoing fees, in arrears, will be charged during each subsequent year of the engagement.

### **Follow-On Financial Planning and Coaching (Annual Review + Monthly or Quarterly Meetings)**

Fees for Follow-On Financial Planning and Coaching are as follows:

Offering	Annual Fee	Initial Fee (due following the first meeting)	Ongoing Fees	Frequency
Annual Review + Monthly Meetings	\$2,800	\$400	\$600	Quarterly, in arrears, for 4 quarters



Annual Review + Quarterly Meetings	\$2,000	\$400	\$400	Quarterly, in arrears, for 4 quarters
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If additional work has been requested and agreed to by TWSFC, above and beyond the flat fee for the follow-on year planning and coaching, it will be charged on an hourly basis and added to the client’s quarterly invoice.

Should the client decide to continue ongoing services with TWSFC, a new agreement will be signed every 12 months. An initial fee (due following the first meeting), and quarterly ongoing fees will be charged in arrears during each subsequent year of the engagement.

**Time to Plan**

TWSFC charges \$2,600 for a one-time financial plan. \$400 is due following the first meeting, the remainder of the fee is due upon completion and delivery of the plan (at the 3-month mark).

**Time to Build**

TWSFC charges \$3,400 to add Time to Build to the Time to Plan service. The fee is charged quarterly (in arrears) for three quarters, in equal installments of \$1,133.

**Hourly Rate**

TWSFC’s hourly rate is \$200. Hourly planning, whether project based, or in an ongoing agreement, will be billed at the end of each month based on actual time spent.

**Educational Seminars / Speaking Engagements**

Seminars and speaking engagements are offered to organizations and the public on a variety of financial topics. Fees range from \$500 to \$5,000 per seminar.. The fee range is based on the content, amount of research conducted, the number of hours of preparation needed, and the number of attendees. TWSFC collects half of the fee in advance with the remainder due at the conclusion of the Seminar. Advisor offers its services in a virtual or in-person setting. Should the event require travel arrangements, both parties must agree to the terms of travel (i.e. cost, distance, hotel arrangements) at the start of the engagement.

**Fee Payment**

Fees are paid by electronic funds transfer (EFT).

**Other Types of Fees and Expenses**

When implementing an investment recommendation, the Client may incur additional fees such as brokerage commissions, transaction fees, and other related costs and expenses. Clients may incur certain charges imposed by broker-dealers, and other third parties such as custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer, and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual fund and exchange-traded funds also charge internal management fees, which are disclosed in a fund’s prospectus. Such charges, fees, and commissions are exclusive of and in addition to our fee, and we shall not receive any portion of these commissions, fees, and costs.

Clients may incur fees from third-party professionals such as accountants and attorneys that TWSFC may recommend, upon Client request. Such fees are separate and distinct from TWSFC’s advisory fees.

### **Terminations and Refunds**

For First Year Financial Planning and Coaching, Clients and TWSFC will work together for a period of twelve months from the effective date of the agreement; thereafter the agreement will be terminated and clients may choose to further engage TWSFC for additional services through a separate agreement. For Follow-On Financial Planning and Coaching, the Advisory Contract may be terminated with written notice at least 30 calendar days in advance. In the event of termination, fees will be prorated and billed based on the number of days services were provided up to the date of termination.

For Project-Based engagements, these services are not an ongoing engagement, thus upon receipt of the final fees, the Advisory Contract will automatically be terminated. Clients may terminate at any time provided written notice. In the event of early termination prior completion of the engagement, fees will be prorated based on TWSFC's hourly rate of \$200; any prepaid but unearned fees will be refunded.

### **Sale of Securities or Other Investment Products**

Advisor and its supervised persons do not accept compensation for the sale of securities or other investment products including asset-based sales charges or service fees from the sale of mutual funds.

### **CCR Section 260.238(j) Disclosure**

Please note, lower fees for comparable services may be available from other sources.

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

We do not offer performance-based fees and do not engage in side-by-side management.

## Item 7: Types of Clients

We provide financial planning services to individuals.

We do not have a minimum account size requirement.

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

Below is a brief description of our methods of analysis and primary investment strategies.

### **Methods of Analysis**

**Fundamental analysis** involves analyzing individual companies and their industry groups, such as a company's financial statements, details regarding the company's product line, the experience, and expertise of the company's management, and the outlook for the company's industry. The resulting data is used to measure the true value of the company's stock compared to the current market value. The risk of fundamental analysis is that the information obtained may be incorrect and the analysis may not provide an accurate estimate of earnings, which may be the basis for a stock's value. If securities prices adjust rapidly to new information, utilizing fundamental analysis may not result in favorable performance.

### **Modern Portfolio Theory (MPT)**

The underlying principles of MPT are:

- Investors are risk averse. The only acceptable risk is that which is adequately compensated by an expected return. Risk and investment return are related and an increase in risk requires an increased expected return.
- Markets are efficient. The same market information is available to all investors at the same time. The market prices every security fairly based upon this equal availability of information.
- The design of the portfolio as a whole is more important than the selection of any particular security. The appropriate allocation of capital among asset classes will have far more influence on long-term portfolio performance than the selection of individual securities.
- Investing for the long-term (preferably longer than ten years) becomes critical to investment success because it allows the long-term characteristics of the asset classes to surface.
- Increasing diversification of the portfolio with lower correlated asset class positions can decrease portfolio risk. Correlation is the statistical term for the extent to which two asset classes move in tandem or opposition to one another.

**Mutual Fund and/or ETF Analysis:** We look at the experience and track record of the manager of the mutual fund or ETF in an attempt to determine if that manager has demonstrated an ability to invest over a period of time and in different economic conditions. We also look at the underlying assets in a mutual fund or ETF in an attempt to determine if there is significant overlap in the underlying investments held in other funds in the Client's portfolio. In addition, we monitor the funds or ETFs in an attempt to determine if they are continuing to follow their stated investment strategy.

A risk of mutual fund and/or ETF analysis is that, as in all securities investments, past performance does not guarantee future results. A manager who has been successful may not be able to replicate that success in the future. In addition, as we do not control the underlying investments in a fund or ETF, managers of different funds held by the client may purchase the same security, increasing the risk to the client if that security were to fall in value. There is also a risk that a manager may deviate from the stated investment mandate or strategy of the fund or ETF, which could make the fund or ETF less suitable for the Client's portfolio.

## **Investment Strategies**

### **Passive Investment Management**

We primarily practice passive investment management. Passive investing involves building portfolios that are composed of various distinct asset classes. The asset classes are weighted in a manner to achieve the desired relationship between correlation, risk, and return. Funds that passively capture the returns of the desired asset classes are placed in the portfolio. The funds that are used to build passive portfolios are typically index mutual funds or exchange-traded funds.

Passive investment management is characterized by low portfolio expenses (i.e. the funds inside the portfolio have low internal costs), minimal trading costs (due to infrequent trading activity), and relative tax efficiency (because the funds inside the portfolio are tax efficient and turnover inside the portfolio is minimal).

In contrast, active management involves a single manager or managers who employ some method, strategy or technique to construct a portfolio that is intended to generate returns that are greater than the broader market or a designated benchmark.

### **Material Risks Involved**

TWSFC does not provide investment management, however investment recommendations may be made as part of the financial planning services. **All investing strategies we offer involve risk and may result in a loss of your original investment which you should be prepared to bear.** Many of these risks apply equally to stocks, bonds,

commodities, and any other investment or security. Material risks associated with our investment strategies are listed below.

**Market Risk:** Market risk involves the possibility that an investment's current market value will fall because of a general market decline, reducing the value of the investment regardless of the operational success of the issuer's operations or its financial condition.

**Strategy Risk:** The Adviser's investment strategies and/or investment techniques may not work as intended.

**Interest Rate Risk:** Bond (fixed income) prices generally fall when interest rates rise, and the value may fall below par value or the principal investment. The opposite is also generally true: bond prices generally rise when interest rates fall. In general, fixed income securities with longer maturities are more sensitive to these price changes. Most other investments are also sensitive to the level and direction of interest rates.

**Inflation:** Inflation may erode the buying power of your investment portfolio, even if the dollar value of your investments remains the same.

### **Risks Associated with Securities**

Apart from the general risks outlined above which apply to all types of investments, specific securities may have other risks.

**Common stocks** may go up and down in price quite dramatically, and in the event of an issuer's bankruptcy or restructuring could lose all value. A slower-growth or recessionary economic environment could have an adverse effect on the price of all stocks.

**Corporate Bonds** are debt securities to borrow money. Generally, issuers pay investors periodic interest and repay the amount borrowed either periodically during the life of the security and/or at maturity. Alternatively, investors can purchase other debt securities, such as zero coupon bonds, which do not pay current interest, but rather are priced at a discount from their face values and their values accrete over time to face value at maturity. The market prices of debt securities fluctuate depending on factors such as interest rates, credit quality, and maturity. In general, market prices of debt securities decline when interest rates rise and increase when interest rates fall. The longer the time to a bond's maturity, the greater its interest rate risk.

**Municipal Bonds** are debt obligations generally issued to obtain funds for various public purposes, including the construction of public facilities. Municipal bonds pay a lower rate of return than most other types of bonds. However, because of a municipal bond's tax-favored status, investors should compare the relative after-tax return to the after-tax return of other bonds, depending on the investor's tax bracket. Investing in municipal bonds carries the same general risks as investing in bonds in general. Those risks include interest rate risk, reinvestment risk, inflation risk, market risk, call or redemption risk, credit risk, and liquidity and valuation risk

**Exchange Traded Funds** prices may vary significantly from the Net Asset Value due to market conditions. Certain Exchange Traded Funds may not track underlying benchmarks as expected. 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; (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. The Adviser has no control over the risks taken by the underlying funds in which the Clients invest.

**Mutual Funds** When a Client invests in open-end mutual funds or ETFs, the Client indirectly bears its proportionate share of any fees and expenses payable directly by those funds. Therefore, the Client will incur higher expenses, many of 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).

## Item 9: Disciplinary Information

### **Criminal or Civil Actions**

TWSFC and its management persons have not been involved in any criminal or civil action.

### **Administrative Enforcement Proceedings**

TWSFC and its management persons have not been involved in administrative enforcement proceedings.

### **Self-Regulatory Organization Enforcement Proceedings**

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

## Item 10: Other Financial Industry Activities and Affiliations

### **Broker-Dealer Affiliation**

Neither TWSFC or its management persons is registered, or have an application pending to register, as a broker-dealer or a registered representative of a broker-dealer.

### **Other Affiliations**

Neither TWSFC or its management persons is registered, or have an application pending to register, as a futures commission merchant, commodity pool operator, commodity trading advisor, or an associated person of the foregoing entities.

### **Related Persons**

Neither TWSFC or its management persons have any relationship or arrangement with any related parties.

### **Recommendations or Selections of Other Investment Advisers**

TWSFC does not recommend or select other investment advisers for our clients.

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

As a fiduciary, our firm has a duty of utmost good faith to act solely in the best interests of each Client. Our Clients entrust us with their funds and personal information, which in turn places a high standard on our conduct and integrity. Our fiduciary duty is a core aspect of our Code of Ethics and represents the expected basis of all of our dealings. The firm also accepts the obligation not only to comply with the mandates and requirements of all applicable laws and regulations but also to take responsibility to act in an ethical and professionally responsible manner in all professional services and activities.

### **Code of Ethics Description**

This Code of Ethics does not attempt to identify all possible conflicts of interest, and compliance with each of its specific provisions will not shield our firm or its access persons from liability for misconduct that violates a fiduciary duty to our Clients. A summary of the Code of Ethics' Principles is outlined below.

- Integrity - Access persons shall offer and provide professional services with integrity.
- Objectivity - Access persons shall be objective in providing professional services to Clients.
- Competence - Access persons shall provide services to Clients competently and maintain the necessary knowledge and skill to continue to do so in those areas in which they are engaged.
- Fairness - Access persons shall perform professional services in a manner that is fair and reasonable to Clients, principals, partners, and employers, and shall disclose conflict(s) of interest in providing such services.
- Confidentiality - Access persons shall not disclose confidential Client information without the specific consent of the Client unless in response to proper legal process, or as required by law.
- Professionalism - Access persons conduct in all matters shall reflect the credit of the profession.
- Diligence - Access persons shall act diligently in providing professional services.

We periodically review and amend our Code of Ethics to ensure that it remains current, and we require all firm access persons to attest to their understanding of and adherence to the Code of Ethics at least annually. Our firm will provide a copy of its Code of Ethics to any Client or prospective Client upon request.

### **Investment Recommendations Involving a Material Financial Interest and Conflicts of Interest**

Neither our firm, its access persons, or any related person is authorized to recommend to a Client or effect a transaction for a Client, involving any security in which our firm or a related person has a material financial interest, such as in the capacity as an underwriter, adviser to the issuer, principal transaction, among others.

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

Our firm and its “related persons” do not invest in the same securities, or related securities, e.g., warrants, options or futures, which we recommend to Clients.

### **Trading Securities At/Around the Same Time as Client’s Securities**

Because our firm and its “related persons” do not invest in the same securities, or related securities, e.g., warrants, options or futures, which we recommend to Clients, we do not trade in securities at or around the same time as Clients.

## Item 12: Brokerage Practices

### **Factors Used to Select Custodians and/or Broker-Dealers**

TWSFC does not have any affiliation with Broker-Dealers. Specific custodian recommendations are made to the Client based on their need for such services. We recommend custodians based on the reputation and services provided by the firm.

### **Research and Other Soft-Dollar Benefits**

We do not have any soft-dollar arrangements with broker-dealers whereby soft-dollar credits, used to purchase products and services, are earned directly in proportion to the amount of commissions paid by a Client.

### **Brokerage for Client Referrals**

We receive no referrals from a broker-dealer or third party in exchange for using that broker-dealer or third party.

### **Clients Directing Which Broker/Dealer/Custodian to Use**

As a fee-only financial planner who does not offer Investment Management Services, we do not have a concern over which broker-dealers a Client may choose in order to implement our investment recommendations.

### **Aggregating (Block) Trading for Multiple Client Accounts**

Some Registered Investment Advisers execute Client accounts on an aggregated basis as a way to lower expenses. As a fee-only financial planner who does not offer Investment Management Services, we do not execute trades on behalf of Clients. As a result, it is up to the Client to negotiate their own trading costs with their broker-dealer.

## Item 13: Review of Accounts

### **Periodic Reviews**

Jennifer Steliga, Owner and CCO of TWSFC, will work with Clients to obtain current information regarding their assets and investment holdings and will review this information as part of our financial planning services. TWSFC does not provide specific reports to Clients, other than financial plans.

### **Triggers of Reviews**

Events that may trigger a special review would be unusual performance, addition or deletions of Client-imposed restrictions, excessive draw-down, volatility in performance, or buy and sell decisions from the firm or per Client's needs.

### **Review Reports**

Clients will receive trade confirmations from the broker(s) for each transaction in their accounts as well as monthly or quarterly statements and annual tax reporting statements from their custodian showing all activity in the accounts, such as receipt of dividends and interest.

TWSFC does not provide written performance or holdings reports to Clients outside of what is provided directly by their custodian as part of their account statements.

## Item 14: Client Referrals and Other Compensation

### **Compensation Received by Time Well Spent Financial Coaching LLC**

TWSFC is a fee-only firm that is compensated solely by its Clients. TWSFC does not receive commissions or other sales-related compensation. Except as mentioned in Item 12 above, we do not receive any economic benefit, directly or indirectly, from any third party for advice rendered to our Clients.

### **Client Referrals from Solicitors**

TWSFC does not, directly or indirectly, compensate any person who is not advisory personnel for Client referrals.

## Item 15: Custody

TWSFC does not accept custody of Client funds.

## Item 16: Investment Discretion

We do not provide Investment Management Services, and therefore do not exercise discretion.

## Item 17: Voting Client Securities

TWSFC does not do not provide Investment Management Services, and therefore does not exercise discretion. Therefore, Clients maintain exclusive responsibility for: (1) voting proxies, and (2) acting on corporate actions pertaining to the Client's investment assets. The Client shall instruct the Client's qualified custodian to forward to

the Client copies of all proxies and shareholder communications relating to the Client's investment assets. If the Client would like our opinion on a particular proxy vote, they may contact us at the number listed on the cover of this brochure.

In most cases, you will receive proxy materials directly from the account custodian. However, in the event we were to receive any written or electronic proxy materials, we would forward them directly to you by mail, unless you have authorized our firm to contact you by electronic mail, in which case, we would forward you any electronic solicitation to vote proxies.

## Item 18: Financial Information

We have no financial commitment that impairs our ability to meet contractual and fiduciary commitments to our Clients, nor have we been the subject of any bankruptcy proceeding. We do not have custody of Client funds or securities, except as disclosed in Item 15 above, or require or solicit prepayment of more than \$1,200 in fees six months or more in advance (or more than \$500 for California Clients).

## Item 19: Requirements for State-Registered Advisers

### **Principal Officers**

Jennifer Steliga serves as TWSFC's sole principal. Information about Jennifer Steliga's education, business background, and outside business activities can be found on her ADV Part 2B, Brochure Supplement attached to this Brochure.

### **Outside Business**

All outside business information, if applicable, of TWSFC is disclosed in Item 10 of this Brochure.

### **Performance-Based Fees**

Neither TWSFC nor Jennifer Steliga are compensated by performance-based fees.

### **Material Disciplinary Disclosures**

No management person at TWSFC has ever been involved in an arbitration claim of any kind or been found liable in a civil, self-regulatory organization, or administrative proceeding.

### **Material Relationships That Management Persons Have With Issuers of Securities**

TWSFC nor Jennifer Steliga have any relationship or arrangement with issuers of securities.

### **Requirements for State-Registered Advisers**

Conflicts of Interest - Pursuant to California Code of Regulations Section 260.238 (k) any material conflicts of interest regarding the investment adviser, its representatives or any of its employees are disclosed to the Client prior to entering into any Advisory or Financial Planning Agreement.

Business Continuity Plan – Time Well Spent Financial Coaching LLC maintains a written Business Continuity Plan that identifies procedures related to an emergency or significant business disruptions, including the death of the investment adviser or any of its representatives.



## Time Well Spent Financial Coaching LLC

Mailing Address:  
4089 S. 84th St. #173  
Omaha, NE 68172  
(402) 509-2272

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

February 5, 2024

### **Jennifer Steliga, CFP® - Individual CRD# 7578248**

#### Owner and Chief Compliance Officer

This brochure supplement provides information about Jennifer Steliga that supplements the Time Well Spent Financial Coaching LLC (“TWSFC”) brochure. A copy of that brochure precedes this supplement. Please contact Jennifer Steliga if the TWSFC brochure is not included with this supplement or if you have any questions about the contents of this supplement.

Additional information about Jennifer Steliga is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) which can be found using the identification number 7578248.

## Item 2: Educational Background and Business Experience

### **Jennifer Steliga, CFP®**

Born: 1975

#### **Educational Background**

- 2022 – Graduate Certificate in Financial Planning, Kaplan
- 2014 – M.S. Human Services, Marital, Couple and Family Therapy, Capella University
- 2002 – M.A. Human Resources Development, Webster University
- 1998 – B.S. Humanities, United States Air Force Academy

#### **Business Experience**

- 04/2022 – Present, Time Well Spent Financial Coaching LLC, Owner and CCO
- 04/2022 - 02/2024, Jenn Steliga Coaching, Owner and Financial Coach
- 01/2019 – 03/2022, Jenn Steliga Coaching LLC, Owner and Financial Coach
- 04/2017 – 12/2018, Donnelly Wealth Advisors (Acquired by EP Wealth Advisors), Paraplanner and Customer Services Associate
- 03/2016 – 03/2017, Capella University, Graduate Student
- 03/2015 – 02/2016, Zeiders Enterprises, Career Advisor and counselor

#### **Professional Designations**

**CFP® (Certified Financial Planner):** Jennifer Steliga is certified for financial planning services in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”). Therefore, Jennifer Steliga may refer to herself as a CERTIFIED FINANCIAL PLANNER™ professional or a CFP® professional, and Jennifer Steliga may use these and CFP Board’s other certification marks (the “CFP Board Certification Marks”). The CFP® certification is voluntary. No federal or state law or regulation requires financial planners to hold the CFP® certification. You may find more information about the CFP® certification at [www.cfp.net](http://www.cfp.net).

CFP® professionals have met CFP Board’s high standards for education, examination, experience, and ethics. To become a CFP® professional, an individual must fulfill the following requirements:

- Education – Earn a bachelor’s degree or higher from an accredited college or university and complete CFP Board-approved coursework at a college or university through a CFP Board Registered Program. The coursework covers the financial planning subject areas CFP Board has determined are necessary for the competent and professional delivery of financial planning services, as well as a comprehensive financial plan development capstone course. A candidate may satisfy some of the coursework requirements through other qualifying credentials.
- Examination – Pass the comprehensive CFP® Certification Examination. The examination is designed to assess an individual’s ability to integrate and apply a broad base of financial planning knowledge in the context of real-life financial planning situations.
- Experience – Complete 6,000 hours of professional experience related to the personal financial planning process, or 4,000 hours of apprenticeship experience that meets additional requirements.
- Ethics – Satisfy the Fitness Standards for Candidates for CFP® Certification and Former CFP® Professionals Seeking Reinstatement and agree to be bound by CFP Board’s Code of Ethics and Standards of Conduct (“Code and Standards”), which sets forth the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements to remain certified and maintain the right to continue to use the CFP Board Certification Marks:

- Ethics – Commit to complying with CFP Board’s Code and Standards. This includes a commitment to CFP Board, as part of the certification, to act as a fiduciary, and therefore, act in the best interests of the client, at all times when providing financial advice and financial planning. CFP Board may sanction a CFP® professional who does not abide by this commitment, but CFP Board does not guarantee a CFP® professional's services. A client who seeks a similar commitment should obtain a written engagement that includes a fiduciary obligation to the client.
- Continuing Education – Complete 30 hours of continuing education every two years to maintain competence, demonstrate specified levels of knowledge, skills, and abilities, and keep up with developments in financial planning. Two of the hours must address the Code and Standards.

### **Certified Financial Therapist (CFT-I™)**

CFT-I™ designation is a certification for both financial and mental health professionals, developed and administered by the Financial Therapy Association. To earn the CFT-I™ designation, individuals must meet specific educational and experience requirements across the areas of 1) financial therapy, 2) financial planning and financial counseling, and 3) therapeutic competencies. Applicants must adhere to the FTA Standards of Practice and a Code of Ethics, including a fiduciary standard and acceptable forms of compensation, a requirement to avoid product sales, and various other standards of care to prevent potential abuse of relationships. CFT-I™ provides the level of knowledge and skills to compliment the learner’s discipline.

Once certified, financial therapists must complete continuing education to maintain their certification. CFT-I™ Professionals are required to submit 20 hours of continuing education each bi-annual period after initial certification. The initial renewal cycle is prorated based on when a practitioner earns their CFT-I™ designation. Continuing education hours must fulfill the following minimums: 8 hours in Financial Therapy (minimum of 2 hours in FTA Ethics), 6 hours in Finance, 6 hours in Mental Health. Hours can be submitted from various sources, including hours used for continuing education requirements for a practitioner's home discipline (i.e. CFP Board, AFCPE, AAMFT). Hours can also be earned from completing peer-reviewed research, publishing and attending educational events sponsored by FTA.

### **Item 3: Disciplinary Information**

Jennifer Steliga has never been involved in an arbitration claim of any kind or been found liable in a civil, self-regulatory organization, or administrative proceeding.

### **Item 4: Other Business Activities**

Jennifer Steliga not involved in any other business activities.

### **Item 5: Additional Compensation**

Jennifer Steliga does not receive any economic benefit from any person, company, or organization, in exchange for providing Clients advisory services through TWSFC.

### **Item 6: Supervision**

Jennifer Steliga as Chief Compliance Officer of TWSFC, supervises the advisory activities of our firm. Jennifer Steliga is bound by the firm’s policies and procedures and Code of Ethics. Clients may contact Jennifer Steliga at the phone number on this brochure supplement.

### **Item 7: Requirements for State Registered Advisers**

Jennifer Steliga has NOT been involved in an arbitration, civil proceeding, self-regulatory proceeding, administrative proceeding, or a bankruptcy petition.