



Part 2A of Form ADV

Firm Brochure

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This brochure provides information about the qualifications and business practices of Embervest LLC. If you have any questions about the contents of this brochure, please contact us at christine@embervest.com or (323) 536-2326. 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 Embervest LLC is also available on the SEC's website at www.adviserinfo.sec.gov. You can search this site by a unique identifying number, known as a CRD number. Our firm's CRD number is 338652.

ITEM 2 - MATERIAL CHANGES

This is our initial Form ADV Part 2A filing. When we update this brochure in the future, this section will discuss material changes from our previous version.

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ITEM 4 - ADVISORY BUSINESS

Firm Description

Embervest LLC is a limited liability company organized in Delaware in 2025.

The firm is owned by Christine Perry (Chief Executive Officer / Chief Compliance Officer / Chief Technology Officer), Warren Perry (Chief Financial Officer), Thomas Matta (Chief Operating Officer), and Nicole Wilhelm (Chief Growth Officer).

Christine Perry and Thomas Matta are licensed investment adviser representatives of the firm.

Embervest is registered with the U.S. Securities and Exchange Commission as an investment adviser and operates as an internet investment adviser under Rule 203A-2(e). All investment advisory services are delivered through an interactive digital platform.

Services Offered

Embervest provides automated financial planning and investment advisory services through an interactive digital platform.

Users enter financial information such as income, savings, debt obligations, financial goals, and other relevant financial data. The platform analyzes this information to generate financial readiness insights and action plans designed to help users work toward major financial goals.

These action plans may include automated investment recommendations designed to help users build savings or invest toward their financial objectives.

Investment recommendations generated by the platform may include securities such as stocks, bonds, exchange traded funds (ETFs), or mutual funds.

Clients retain full control over whether to implement any recommendations generated by the platform.

Method of Service Delivery

All investment advisory services are delivered exclusively through Embervest's interactive digital platform.

Clients interact with the platform by entering financial information and receiving automated insights and investment recommendations based on that information.

Embervest does not provide personalized investment advice through phone calls, email, or in person meetings.

No human investment adviser representative reviews or modifies the automated recommendations generated by the platform.

Regulatory Assets Under Management

Embervest does not manage client assets.

We provide investment advice and recommendations through our platform, but clients maintain custody of their assets with third-party custodians and independently implement any investment decisions.

Advisory Relationship

Embervest does not have discretionary authority over client accounts.

Clients retain full control over their investment decisions and must independently evaluate and implement any recommendations generated by the platform through their chosen brokerage accounts.

ITEM 5 - FEES AND COMPENSATION

Fee Structure

Embervest charges a recurring subscription fee for access to its digital platform and automated financial planning and investment advisory services.

Subscription fees provide access to the platform, including financial readiness insights, action plans, and automated investment recommendations.

The specific fee amount and billing terms are disclosed to clients at the time of account registration.

Fee Payment

Subscription fees are charged in advance on a recurring basis using the payment method provided during account setup.

Clients may cancel their subscription at any time through the platform.

Refund Policy

If a client cancels their subscription, Embervest may provide a prorated refund for any unused portion of the current billing period at the firm's discretion.

Other Costs

Clients are responsible for all costs associated with implementing investment recommendations, including but not limited to:

- Brokerage commissions and fees charged by your broker
- Transaction costs for buying and selling securities
- Management fees for mutual funds or ETFs you choose to purchase
- Any taxes resulting from investment transactions

These costs are separate from and in addition to Embervest's subscription fee.

Compensation from Third Parties

Embervest does not receive compensation from brokerages, mutual fund companies, or other financial product providers.

Our only compensation comes from subscription fees paid by clients.

Comparison with Other Services

Embervest's subscription fee structure differs from the asset based management fees commonly charged by traditional investment advisers.

Clients should consider whether a subscription based fee structure is appropriate based on their financial needs and use of the platform.

ITEM 6 - PERFORMANCE-BASED FEES

Embervest does not charge performance based fees.

Our compensation is not based on the capital appreciation of client assets or the performance of client investments.

ITEM 7 - TYPES OF CLIENTS

Embervest provides investment advisory services to individual investors through its digital platform.

Our services are designed for individuals seeking automated financial planning insights and investment guidance to help them work toward their financial goals.

We do not provide advisory services to institutions, pension plans, or other entities.

There are no minimum account size requirements to use the platform. Clients must maintain an active subscription to access the platform and receive ongoing investment recommendations.

ITEM 8 - METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS

Methods of Analysis

Embervest uses automated analytical systems to generate financial planning insights and investment recommendations based on information provided by users.

Our platform analyzes a variety of factors, including:

- User provided financial information such as income, savings, debt obligations, and financial goals
- Client responses to risk tolerance questionnaires
- Time horizons associated with financial goals
- General market data and financial information
- Portfolio allocation models designed to align investments with stated goals

Investment Strategies

Investment recommendations generated by the platform may include diversified investment approaches designed to align with a user's financial goals and risk tolerance.

Recommendations may include:

- Individual stocks or bonds
- Exchange traded funds (ETFs)
- Mutual funds
- Asset allocation recommendations across asset classes or sectors

Clients retain full control over whether to implement any recommendations generated by the platform.

Risk of Loss

INVESTING IN SECURITIES INVOLVES RISK OF LOSS THAT CLIENTS SHOULD BE PREPARED TO BEAR.

General Investment Risks:

- **Market Risk:** Security prices fluctuate, sometimes dramatically, due to economic, political, and market conditions
- **Company-Specific Risk:** Individual companies may experience events that significantly impact their stock price
- **Inflation Risk:** Investment returns may not keep pace with inflation, reducing purchasing power
- **Interest Rate Risk:** Bond prices generally fall when interest rates rise
- **Liquidity Risk:** Some investments may be difficult to sell quickly at fair market value

AI-Specific Risks:

- **Algorithm Limitations:** Our AI system's recommendations are based on historical data and programmed parameters, which may not predict future market conditions or account for unprecedented events
- **Technology Risk:** System outages, software errors, or cybersecurity breaches could affect service delivery and recommendation accuracy
- **Data Dependency:** The quality of recommendations depends on the accuracy and completeness of data inputs, including market data feeds and client-provided information
- **AI Bias and Training Limitations:** Our algorithms may contain inherent biases based on historical data patterns or programming assumptions that could systematically favor certain investment approaches or underweight others
- **Market Volatility Performance:** AI models may perform poorly during periods of extreme market volatility, unusual economic conditions, or "black swan" events that fall outside historical training data
- **Data Quality Issues:** Inaccurate, delayed, or incomplete market data could result in flawed investment recommendations
- **Model Degradation:** Algorithm performance may deteriorate over time if market conditions change significantly from the data used to train the system
- **Lack of Human Oversight:** Due to regulatory requirements, no human investment professional reviews or modifies AI-generated recommendations, eliminating the potential benefit of human judgment and market intuition
- **Algorithmic Errors:** Programming bugs, calculation errors, or logical flaws in our AI system could produce incorrect recommendations

Platform-Only Service Risks:

- **Limited Support:** You cannot receive personalized investment advice from human professionals
- **Communication Constraints:** All investment-related communications must occur through our platform
- **Self-Implementation Required:** You must evaluate and implement recommendations independently

Portfolio Recommendation Risks:

Our platform generates investment recommendations using automated analysis of financial information, user-provided data, and market information. These recommendations are based on programmed models and assumptions that may not perform well under all market conditions.

Changes in economic conditions, market trends, or inaccuracies in user-provided financial information may affect the suitability or effectiveness of recommendations.

Clients are responsible for evaluating whether recommendations are appropriate for their personal financial circumstances before implementing them.

No Guarantee of Performance

Our recommendations do not guarantee investment success. Past performance, whether actual or simulated, does not guarantee future results. You may lose money following our recommendations.

ITEM 9 - DISCIPLINARY INFORMATION

We are required to disclose any legal or disciplinary events that would be material to your evaluation of our advisory business or the integrity of our management.

Neither our firm nor our management personnel have any reportable disciplinary information.

ITEM 10 - OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS

Related Person Business Activities

Warren Perry operates an independent tax preparation practice serving individual clients. This business operates separately from Embervest's investment advisory services.

Nicole Wilhelm owns and operates Mental Real Estate LLC, a business focused on educational content related to mindset and homeownership.

Potential Conflicts

While these outside businesses are separate from Embervest's investment advisory services, potential conflicts could arise if:

- Embervest clients also seek services from these outside businesses
- Tax considerations influence financial planning or investment decisions

Conflict Management

We address these potential conflicts by:

- Maintaining clear separation between the tax practice and investment advisory services
- Not requiring Embervest clients to use any outside services offered by the firm's principals
- Ensuring investment recommendations are made solely in clients' best interests

Other Employment

Our principals maintain employment with other companies:

- Christine Perry: Director of Solutions Engineering at Fireblocks (digital asset infrastructure)
- Warren Perry: Senior Staff Accountant at Millennium Challenge Corporation (U.S. Government)
- Thomas Matta: Partnerships Manager at Forecastr (financial technology)

These employment relationships do not create conflicts with our investment advisory services.

ITEM 11 - CODE OF ETHICS, PARTICIPATION IN CLIENT TRANSACTIONS AND PERSONAL TRADING

Code of Ethics

We have adopted a Code of Ethics that establishes standards of conduct for our personnel and addresses conflicts of interest. Our Code of Ethics includes provisions for:

- Acting in clients' best interests
- Maintaining confidentiality of client information

- Avoiding conflicts of interest
- Reporting violations

Personal Trading Policy

Our personnel may buy or sell securities for their personal accounts that are also recommended to clients. However, employees must place client interests ahead of their own and must comply with policies designed to prevent conflicts of interest or misuse of material nonpublic information.

Principal Trading

We do not buy securities from or sell securities to clients. We do not act as a principal in any client transactions.

Investment Opportunities

We do not recommend securities to clients in which we or our related persons have any ownership interest.

ITEM 12 - BROKERAGE PRACTICES

Broker Selection

We do not recommend specific brokerages or receive any compensation from brokerage firms. Clients are free to implement our recommendations through any broker of their choice.

Brokerage Considerations

When selecting a broker to implement our recommendations, consider:

- Commission and fee structures
- Available investment products
- Platform usability and features
- Customer service quality
- Account minimums and requirements

No Soft Dollar Benefits

We do not receive research, products, or services from brokers in exchange for client transactions since we do not execute trades for clients.

Trade Aggregation

Since we do not have discretionary authority and do not execute client trades, we do not aggregate client orders.

ITEM 13 - REVIEW OF ACCOUNTS

Account Monitoring

Our AI system monitors market conditions and may update recommendations as circumstances change. However, we do not conduct formal periodic reviews of individual client accounts.

Review Frequency

Recommendations are generated and updated by our AI system based on:

- Changes in market conditions
- Updates to client financial information
- Modifications to client goals or risk tolerance
- Significant economic events

Review Personnel

All recommendations are generated by our AI system. No human investment professional conducts account reviews.

Client Reporting

Clients receive recommendations and updates through our platform. We do not provide separate account statements or performance reports. Clients should rely on statements from their custodial brokers for official account information.

Client Responsibility

Clients are responsible for:

- Monitoring their own account performance
- Evaluating the continued suitability of recommendations
- Making independent decisions about implementing recommendations
- Maintaining accurate financial information in our system

ITEM 14 - CLIENT REFERRALS AND OTHER COMPENSATION

Client Referrals

We do not pay fees to any person or entity for client referrals. We do not receive compensation from any source other than client subscription fees.

Economic Benefits

We do not receive any economic benefits from third parties for providing investment advice to clients.

ITEM 15 - CUSTODY

We do not have custody of client funds or securities. Clients maintain their assets with qualified custodians of their choice, such as brokerage firms.

We do not have the ability to:

- Withdraw funds from client accounts
- Execute trades in client accounts
- Access client assets in any manner

Clients receive account statements directly from their chosen custodians.

ITEM 16 - INVESTMENT DISCRETION

We do not have discretionary authority over client accounts. All investment decisions remain with the client.

Clients must:

- Evaluate all recommendations independently
- Make their own investment decisions
- Execute trades through their chosen brokers
- Bear full responsibility for investment outcomes

Our role is limited to providing recommendations through our digital platform.

ITEM 17 - VOTING CLIENT SECURITIES

We do not vote client securities. Clients retain full voting rights for securities they own and are responsible for making all proxy voting decisions.

Clients can contact their custodial brokers for information about proxy voting and shareholder meetings.

ITEM 18 - FINANCIAL INFORMATION

We are not required to provide financial information because we:

- Do not require prepayment of fees six months or more in advance
- Do not have custody of client funds or securities
- Do not have a financial condition that would impair our ability to meet contractual commitments

We have no financial commitments that would impair our ability to serve clients' interests.

CONTACT INFORMATION

If you have questions about this brochure or our services, please contact:

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