



**SEASIDE**  
FINANCIAL & INSURANCE SERVICES

ITEM 1: COVER PAGE

# FORM ADV PART 2A

## Firm Brochure

Seaside Advisory Services, Inc.,  
dba Seaside Financial & Insurance Services  
a Registered Investment Advisor CRD # 289985  
March 30, 2026

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This brochure provides information about the qualifications and business practices of Seaside Advisory Services, Inc., doing business as Seaside Financial & Insurance Services. If you have any questions about the contents of this brochure, please contact us at (760) 433-4632.

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 Seaside Advisory Services, Inc. is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Seaside Advisory Services, Inc.'s CRD number is 289985.

## ITEM 2: MATERIAL CHANGES

Seaside Advisory Services, Inc. updates this brochure at least annually. To receive a copy of our most recent brochure at any time during the year, please contact us at (760) 433-4632, and a copy will be provided to you.

You may also obtain a copy of the most current brochure and additional information about our firm by visiting [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) and searching for our firm name.

The material changes in this brochure from the last annual updating amendment of Seaside Advisory Services, Inc. dated February 20, 2025, are described below. These material changes relate to Seaside Advisory Services, Inc.'s policies, practices, or conflicts of interest.

- Seaside Advisory Services, Inc. is in the process of transitioning from registration with the United States Securities and Exchange Commission to registration with the states of California, Connecticut, New York, and Washington.
- Seaside Advisory Services, Inc. updated its assets under management (Item 4).
- Seaside Advisory Services, Inc. updated its asset management services to include financial planning (Item 4).
- Seaside Advisory Services, Inc. updated its fee disclosures (Item 5).
- Seaside Advisory Services, Inc. updated Shawn Orser's other business activities (Item 10).
- Seaside Advisory Services, Inc. updated its directed brokerage disclosure (Item 12).
- Seaside Advisory Services, Inc. updated Item 19 to reflect Shawn Orser's relationship with issuers of securities.
- Seaside Advisory Services, Inc. no longer offers a wrap fee program (Item 4).
- Seaside Advisory Services, Inc. manages client accounts on a discretionary basis (Items 4 and 12).
- Seaside Advisory Services, Inc. added a firm website (Cover Page).
- Seaside Advisory Services, Inc. added the selection of other advisers as a service (Items 4 and 5).
- Seaside Advisory Services, Inc. updated its commodities disclosure (Item 8).
- Seaside Advisory Services, Inc. updated its use of third-party managers (TAMP programs).



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## ITEM 4: ADVISORY BUSINESS

### A. Description of the Advisory Firm

Seaside Financial & Insurance Services was founded in 1997 as a sole proprietorship. In June 2000, the business was reorganized as Seaside Advisory Services, Inc., doing business as Seaside Financial & Insurance Services. In June 2016, Seaside Advisory Services, Inc. was acquired by Shawn Orser and operates as an S Corporation. Seaside Advisory Services, Inc. was previously registered with the United States Securities and Exchange Commission and, as of August 2025, is in the process of transitioning to registration with state securities authorities in California, Connecticut, New York, and Washington.

### B. Types of Advisory Services

Seaside Advisory Services, Inc., a registered investment adviser (“Seaside”), offers a variety of advisory services to meet the needs of its clients. While most of our clients are individuals, we also provide services to pension plans, businesses, charitable organizations, and trusts and estates.

Seaside provides investment advice on a broad range of securities, including, but not limited to, equities, mutual funds, exchange-traded funds (ETFs), fixed income securities, government bonds, commodities, insurance products, and alternative investments.

Seaside primarily utilizes fundamental analysis in developing investment recommendations and strategies. Our investment approach is generally long-term in nature, although we may recommend shorter-term strategies when appropriate based on a client’s financial situation, goals, and market conditions.

In developing recommendations, Seaside relies on a variety of sources of information, including financial publications, Morningstar, Charles Schwab, research materials prepared by third parties, corporate filings, annual reports, and other publicly available information.

Clients may impose reasonable restrictions on investing in certain securities or types of securities based on their individual preferences, values, or objectives. However, if such restrictions limit our ability to effectively manage the account or deviate from our standard investment approach, we reserve the right to terminate the advisory relationship.

Services take a variety of forms and are described as follows:

#### Asset Management Services

Seaside offers ongoing portfolio management services on a discretionary basis, tailored to the individual goals, objectives, time horizons, and risk tolerance of each client. Under discretionary authority, Seaside is authorized to make investment decisions on behalf of clients without obtaining prior approval for each transaction.

Seaside develops an Investment Policy Statement (“IPS”) for each client, which outlines the client’s financial situation, investment objectives, risk tolerance, time horizon, and any investment restrictions.

Portfolio management services include, but are not limited to:

- Investment strategy development
- Asset allocation
- Security selection
- Risk assessment and management
- Ongoing portfolio monitoring and rebalancing
- Financial planning services (offered complimentary to portfolio management clients)

Seaside evaluates each client’s portfolio on an ongoing basis in light of their stated objectives and risk tolerance.

Seaside acts in accordance with its fiduciary duty to clients and makes investment decisions in the best interest of the client without regard to its own financial or other interests. Seaside seeks to allocate investment opportunities fairly and equitably among clients over time and to avoid practices that may systematically favor or disadvantage any client. The Adviser utilizes a combination of third-party and internally generated tools to support its investment advisory and financial planning services. This includes the use of research platforms such as Morningstar for fund analysis, financial planning software such as eMoney Advisor, and technology tools, including artificial intelligence (“AI”) applications, to assist with administrative efficiency and the preparation of client-facing materials.

AI tools (e.g., ChatGPT) may be used to assist in drafting client summaries, educational materials, or internal communications. All outputs generated by such tools are reviewed by the Adviser prior to use to ensure accuracy, appropriateness, and alignment with client-specific circumstances. The use of these tools is intended to enhance efficiency and does not replace the Adviser’s independent judgment or fiduciary duty.

### **Use of Third-Party Managers**

Seaside may recommend third-party investment managers or platforms, including tax overlay services such as JPMorgan 55ip. These third-party managers provide specialized portfolio management and tax optimization strategies. Clients who utilize these services will incur additional fees charged by the third-party manager, which are separate from and in addition to Seaside’s advisory fees.

This creates a conflict of interest, as Seaside has an incentive to recommend services that result in additional compensation. Clients are not obligated to use these services and should carefully review all associated fees.

### **Financial Planning Services**

Seaside offers financial planning services designed to address a client’s specific financial goals and objectives. These services may be provided as a stand-alone engagement or in conjunction with portfolio management services.

- **Single-Issue Financial Plan** – Focused analysis addressing a specific financial planning concern identified by the client.

- **Ongoing Financial Planning Consulting** – Ongoing advisory services, typically following the delivery of a financial plan, which may include periodic review meetings on an annual, semi-annual, or quarterly basis. Financial plans are based on the client’s current financial situation, future financial goals, and information provided by the client. The analysis includes assumptions regarding projected rates of return, inflation, and other relevant financial factors.

Financial planning services may include, but are not limited to:

- Goal setting and financial discovery
- Cash flow and net worth analysis
- Retirement planning and income projections
- Investment planning and asset allocation guidance
- Tax planning strategies in coordination with tax professionals
- Estate and legacy planning coordination
- Insurance and risk management analysis

After a financial plan is delivered, the client may choose to implement the recommendations through Seaside Advisory Services, Inc., and/or through Shawn Orser in his capacity as a registered representative of Fortune Financial Services, Inc., or through insurance products offered in his capacity as a licensed insurance professional.

If a client elects to implement recommendations through Seaside for ongoing portfolio management, the client may not incur a separate financial planning fee and instead will pay an asset-based advisory fee. The specific fee arrangement will be disclosed and agreed upon in advance.

Seaside may also conduct educational seminars at no cost for the purpose of providing general financial information to groups of individuals.

Seaside and its advisory representatives may receive compensation through advisory fees, financial planning fees, or commissions associated with certain product recommendations. This creates a conflict of interest, as there is an incentive to recommend services or products that result in additional compensation. Clients are not obligated to implement recommendations through Seaside or its affiliates.

For financial planning clients, the financial plan is generally the primary deliverable and may be provided in written form or through meetings and consultations.

In providing financial planning services, a conflict of interest exists between the interests of Seaside and the interests of the client. The client is under no obligation to act upon the investment adviser's recommendations and is not required to implement any recommendations through Seaside or its affiliated professionals. This disclosure is provided in accordance with California Code of Regulations, Title 10, Section 260.235.2.

### Pension Consulting Services

Seaside provides pension consulting services to business clients that sponsor retirement plans. These services are designed to assist plan sponsors with the overall structure, oversight, and management of their retirement plans, and are provided in coordination with the client's CPA, Third-Party Administrator (TPA), and other service providers.

Services may include, but are not limited to:

- Investment selection and monitoring
- Performance measurement and reporting
- Preparation and review of the Investment Policy Statement (IPS)
- Fiduciary education services
- Participant education services
- Service provider evaluation and selection support

Seaside acts in an advisory capacity and will provide recommendations to the plan sponsor, who retains ultimate decision-making authority unless otherwise agreed in writing.

Clients engaging Seaside for pension consulting services will enter into a written advisory agreement outlining the scope of services and applicable fees. The advisory relationship may be terminated by either party in accordance with the terms of the agreement.

Upon termination, clients will typically receive a prorated refund of any unearned prepaid advisory fees. In addition, clients may terminate the advisory agreement without penalty within ten (10) business days of execution.

### Selection of Other Advisers

Seaside may recommend that clients engage third-party investment advisers or managers to provide investment management services.

Prior to recommending any third-party adviser, Seaside conducts due diligence to evaluate the adviser's qualifications, experience, investment strategies, regulatory history, and overall suitability for the client's needs. Seaside will also periodically review the performance and continued appropriateness of any recommended third-party adviser.

All recommended advisers will be properly registered, notice filed, or exempt from registration in the jurisdictions where services are provided.

Clients should be aware that third-party advisers will charge their own fees, which are separate from and in addition to any fees charged by Seaside. This creates a conflict of interest, as Seaside has an incentive to recommend services that may result in additional compensation or higher overall costs to the client.

Clients are under no obligation to engage any recommended third-party adviser.

### Services Limited to Specific Types of Investments

Seaside provides investment advice across a broad range of securities, including, but not limited to, equities, mutual funds, exchange-traded funds (ETFs), fixed income securities, real estate investment trusts (REITs), hedge funds, private placements, government securities, and insurance products, including annuities.

While Seaside primarily focuses on these types of investments, other securities may be recommended when appropriate to meet a client's investment objectives and to enhance portfolio diversification.

### Client Tailored Services and Client Imposed Restrictions

Seaside provides individualized investment advisory services tailored to each client's specific financial situation, investment objectives, time horizon, and risk tolerance.

Seaside develops an Investment Policy Statement ("IPS") for each client, which outlines the client's objectives, risk profile, and agreed-upon investment strategies.

Clients may impose reasonable restrictions on investing in certain securities or types of securities based on their individual preferences, values, or objectives. Seaside will make reasonable efforts to accommodate such restrictions.

However, if client-imposed restrictions limit Seaside’s ability to effectively manage the account or require deviation from its standard investment approach, Seaside reserves the right to decline or terminate the advisory relationship.

### Wrap Fee Programs

A wrap fee program is an investment program in which a single fee is charged to the client that includes investment management fees, transaction costs, and certain administrative expenses.

Seaside does not sponsor or participate in any wrap fee programs. Clients pay advisory fees separately from transaction costs, custodial fees, and other expenses.

### Assets Under Management

As of December 31, 2025, Seaside manages \$81,200,784 in assets under management on a discretionary basis.

### Written Acknowledgement of Fiduciary Status

When Seaside provides investment advice regarding a retirement plan account or an individual retirement account (IRA), Seaside acts as a fiduciary within the meaning of Title I of the Employee Retirement Income Security Act of 1974 (“ERISA”) and/or Section 4975 of the Internal Revenue Code, as applicable.

As a fiduciary, Seaside is required to act in the best interest of its clients and to not place its own interests ahead of those of its clients. This includes an obligation to provide advice that is prudent, loyal, and free from materially misleading statements.

In fulfilling these obligations, Seaside will:

- Adhere to a prudent standard of care when making investment recommendations;
- Act with undivided loyalty to clients and not place its financial interests ahead of those of its clients;
- Provide full and fair disclosure of material conflicts of interest;
- Maintain policies and procedures reasonably designed to ensure that recommendations are in the client’s best interest;
- Charge fees that are reasonable in relation to the services provided; and
- Provide clients with information regarding material conflicts of interest.

In addition, as a registered investment adviser under applicable federal and state securities laws, Seaside owes a fiduciary duty to all clients. This fiduciary duty applies to all advisory services provided, whether or not such services are subject to ERISA.

## ITEM 5: FEES & COMPENSATION

### A. Types of Fees

#### Asset Management Service Fees

	Quarterly Rate	Annual Rate
On the account value under \$250,000	.3125%	1.25%
Account value of \$250,001 or more but less than \$1,000,000	.25%	1.00%
Account value of \$1,000,001 or more but less than \$3,000,000	.225%	0.90%
Account value of \$3,000,001 or more	.1875%	0.75%

Seaside charges an annual asset-based fee for portfolio management services, which typically ranges from 0.75% to 1.25% of assets under management, depending on the size, complexity, and scope of the client’s account. Fees are negotiable and may be reduced or waived at Seaside’s discretion. Lower fees may be available for related accounts, family members, or aggregated household relationships.

Clients should be aware that comparable services may be available from other advisers at lower costs.

#### Billing and Payment

Asset management fees are billed quarterly, in arrears, based on the market value of the assets under management as of the last business day of the calendar quarter.

Clients may elect to have fees:

- Deducted directly from their custodial account; or
- Paid directly upon receipt of an invoice from Seaside.

Custodial account statements will reflect any advisory fees deducted, including the amount of the fee and the method of calculation. If invoiced directly, Seaside will provide a billing statement containing the same information.

### **Fee Calculation**

Fees are calculated based on the value of assets under management at the end of each calendar quarter. Certain assets, such as privately placed securities that are not continuously managed by Seaside or held outside of accounts under Seaside's discretionary authority, may be excluded from fee calculations.

Fees for the initial billing period will be prorated from the date assets are placed under management through the end of the calendar quarter. Upon termination of the advisory agreement, fees will be prorated through the date of termination.

### **Termination of Services**

Either party may terminate the advisory agreement upon thirty (10) days' written notice. Any unearned fees will be refunded on a prorated basis.

### **Financial Planning Service Fees**

Seaside charges fees for financial planning services based on the complexity of the engagement, the scope of services, and the experience level of the advisory professional providing the services. Fees are negotiable and will be agreed upon in advance and outlined in the Financial Planning Agreement.

Financial planning services may be provided on either a fixed fee or hourly fee basis:

- **Fixed Fees:** Typically range from \$200 to \$12,000, depending on the complexity of the client's financial situation and the scope of services.
- **Hourly Fees:** Range from \$65 to \$400 per hour, depending on the experience level of the advisory professional and the nature of the services provided. For clients residing in Washington, the maximum hourly rate will not exceed \$300 per hour.

### **Single-Issue Financial Plan**

This service addresses a specific financial planning concern identified by the client. Fees may be charged as either a fixed fee or on an hourly basis.

A deposit of up to 50% of the total estimated fee may be required upon execution of the agreement, with the remaining balance due upon completion and delivery of the financial plan. If additional services beyond the original scope are requested, the client will be notified in advance and must approve any additional fees prior to incurring such charges.

The agreement for this service typically terminates upon delivery of the financial plan.

### **Ongoing Financial Planning Consulting**

Ongoing financial planning services may be provided on a fixed annual fee or hourly basis. Fixed fees are generally billed in advance and are based on the anticipated scope of services and frequency of review meetings (e.g., annual, semi-annual, or quarterly).

Alternatively, services may be billed at an hourly rate and invoiced in arrears based on actual time incurred.

### **Termination and Refunds**

Clients may terminate the Financial Planning Agreement within ten (10) business days of execution without penalty. After this period, clients may terminate the agreement at any time upon written notice.

Any unearned prepaid fees will be refunded on a prorated basis, less the cost of services already performed.

### **Pension Consulting Service Fees**

Seaside charges an asset-based fee for pension consulting services, which generally ranges from 0.25% to 1.00% of plan assets. The specific fee within this range is determined based on several factors, including, but not limited to:

- Total plan assets
- Number of plan participants
- Complexity of the plan design
- Scope of services provided (e.g., investment selection, monitoring, fiduciary support, participant education)
- Level of ongoing service and support required

Larger plans with higher asset levels and/or less complexity typically pay lower fees within the stated range, while smaller or more complex plans may pay higher fees. Fees are negotiable and will be agreed upon in advance with the plan sponsor and disclosed in the applicable agreement.

Clients should be aware that comparable services may be available from other providers at lower costs.

**Billing and Payment**

Pension consulting fees are billed quarterly, in arrears, based on the market value of plan assets as of the last day of the prior calendar quarter.

**Termination and Proration**

Upon termination of the advisory agreement, fees will be prorated based on the number of days services were provided during the quarter. The prorated fee is calculated by applying a daily rate (annual fee divided by 365) to the number of days services were rendered.

**Example (for illustrative purposes only):**

A plan with \$1,000,000 in assets and an agreed-upon annual fee of 1.00% would result in an annual fee of \$10,000, billed quarterly at \$2,500.

**Selection of Other Advisers Fees**

Seaside may recommend that clients engage third-party investment advisers or platforms to provide investment management services.

Clients who utilize third-party advisers will incur fees charged by those advisers, which are separate from and in addition to Seaside’s advisory fees. Seaside typically continues to charge its standard advisory fee on assets managed through third-party platforms.

This creates a conflict of interest, as Seaside has an incentive to recommend third-party advisers that result in additional fees. Clients are not obligated to engage any recommended third-party adviser and may select other advisers or implement recommendations independently.

The specific fee arrangements, billing practices, and termination provisions applicable to third-party advisers will be disclosed in the respective agreements between the client and the third-party adviser.

**JPMorgan 55ip Platform**

Seaside may recommend the use of JPMorgan 55ip, a third-party investment platform that provides tax overlay and portfolio management services. Clients who utilize this platform will incur additional fees charged by JPMorgan, which are separate from and in addition to Seaside’s advisory fees.

The applicable fee schedule for JPMorgan 55ip will be disclosed to clients prior to engagement.

Total Assets	Seaside’s Fee	JP Morgan 55IP’s Fee	Total Fee
\$0-\$2,000,000	1.00%	0.20%	1.20%

**B. Payment of Fees**

Asset management fees are billed quarterly, in arrears, and are generally deducted directly from the client’s custodial account pursuant to the client’s written authorization. The qualified custodian will remit the advisory fee to Seaside. In certain circumstances, clients may elect to be invoiced directly. In such cases, fees are due upon receipt and may be paid by check or other agreed-upon method. Upon termination of the advisory agreement, fees will be prorated through the date of termination.

**Financial Planning Fees**

Financial planning fees are generally invoiced directly to the client and are due upon receipt, unless otherwise specified in the Financial Planning Agreement (“FPA”). Fees may be paid by check or other agreed-upon method.

**Pension Consulting Fees**

Pension consulting fees are typically billed quarterly, in arrears, and are deducted directly from plan assets held at the qualified custodian, pursuant to written authorization from the plan sponsor. The custodian will remit the advisory fee to Seaside.

In certain circumstances, Seaside may invoice the plan sponsor directly. In such cases, fees are due upon receipt and may be paid by check or other agreed-upon method.

**Third-Party Manager Fees (JPMorgan 55ip)**

For clients utilizing JPMorgan 55ip, fees are typically deducted directly from client accounts quarterly, in arrears, pursuant to written authorization. The custodian will remit the full advisory fee to Seaside, and Seaside will pay the portion of the fee attributable to JPMorgan 55ip.

#### **Fee Invoices and Client Statements**

In all cases where fees are deducted from client accounts, Seaside will provide clients with a written invoice that includes the amount of the fee, the method of calculation, the time period covered by the fee, and, if applicable, the value of assets under management on which the fee was based.

Clients will also receive account statements directly from the qualified custodian. Clients are encouraged to review and compare the information provided in Seaside's invoices with the custodial statements.

#### **C. Client Responsibility for Third Party Fees**

Clients are responsible for the payment of all third-party fees, including, but not limited to, custodian fees, brokerage commissions, transaction fees, mutual fund fees, and other investment-related expenses. These fees are separate from and in addition to the fees charged by Seaside. Please refer to Item 12 of this brochure for additional information regarding broker-dealer and custodial arrangements.

Certain investment adviser representatives of Seaside are also registered representatives of Fortune Financial Services, Inc., a registered broker-dealer. In this capacity, such representatives may recommend securities transactions for which they receive commissions.

This creates a conflict of interest, as representatives have an incentive to recommend commission-based products in addition to, or instead of, advisory services for which Seaside charges a fee.

In addition, mutual fund companies in which client assets may be invested charge internal expenses, including distribution and marketing fees commonly referred to as Rule 12b-1 fees. These fees are paid from fund assets and are disclosed in the mutual fund's prospectus. In certain cases, Seaside or its representatives may receive a portion of these fees when securities are purchased on a commission basis.

Clients are not obligated to implement recommendations through Seaside or its affiliated representatives and may purchase recommended securities through other brokers or agents.

#### **D. Prepayment of Fees**

In cases where hourly fees are collected in advance, any unearned portion of the fee will be refunded upon termination of the agreement. The refund will be calculated based on the amount of fees collected in advance, less the value of services already provided, determined by the applicable hourly rate and the number of hours worked through the date of termination.

Seaside does not require or solicit the prepayment of more than \$500 in fees per client, six months or more in advance. Accordingly, Seaside is not required to include a balance sheet with this brochure.

#### **E. Commissions and Investment Advisory Fees**

Shawn Orser is also a registered representative of Fortune Financial Services, Inc., a registered broker-dealer, and may receive commissions on certain investment products in addition to receiving advisory fees from Seaside.

This creates a conflict of interest, as there is an incentive to recommend commission-based products based on the compensation received rather than solely on the client's needs.

To mitigate this conflict, assets invested in commission-based products are not placed under Seaside's advisory management for a minimum period of twelve (12) months. During this period, Seaside does not charge advisory fees on those assets.

Seaside generally recommends no-load mutual funds; however, in certain circumstances, commission-based products may be recommended when deemed appropriate for the client's situation.

Clients are under no obligation to purchase investment products through Seaside or its affiliated representatives and may choose to implement recommendations through other brokers or agents that are not affiliated with Seaside.

#### **ITEM 6: PERFORMANCE BASED FEES AND SIDE BY SIDE MANAGEMENT**

Seaside does not charge performance-based fees (i.e., fees based on a share of capital gains or capital appreciation of client assets). Accordingly, Seaside does not engage in side-by-side management.

## ITEM 7: TYPES OF CLIENTS

Seaside Advisory Services, Inc. (“Seaside”) provides investment advisory services to a variety of clients, including individuals, pension and profit-sharing plans, businesses, charitable organizations, and trusts and estates. Seaside does not require a minimum account size or minimum investment for advisory services.

## ITEM 8: METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS

### A. Methods of Analysis

Seaside utilizes a variety of methods of analysis in formulating investment advice, including fundamental analysis, technical analysis, cyclical analysis, charting analysis, modern portfolio theory, and quantitative analysis.

**Fundamental Analysis** involves evaluating a company’s financial statements, overall financial condition, management, and competitive position.

**Technical Analysis** involves the study of historical market data, primarily price and volume, to identify patterns and trends that may indicate future market behavior.

**Cyclical Analysis** involves evaluating economic and business cycles to identify favorable conditions for buying or selling securities.

**Charting Analysis** involves the use of performance charts and patterns to assist in identifying potential investment opportunities.

**Modern Portfolio Theory (MPT)** is an investment framework designed to optimize portfolio returns for a given level of risk, or minimize risk for a given level of expected return, through diversification.

**Quantitative Analysis** focuses on measurable factors such as asset values, cost of capital, and historical performance data, as opposed to qualitative factors such as management quality.

Seaside relies on a variety of sources of information in conducting its analysis, including Morningstar reports, Thomson Reuters Stock Reports+, Standard & Poor’s research, Vickers Insider Trading data, TheStreet Ratings, and other third-party research providers, as well as publicly available financial information.

Seaside may also utilize macroeconomic analysis to evaluate broader economic conditions, including interest rates, inflation, and market cycles. In addition, Seaside incorporates risk analysis metrics such as standard deviation, beta, and risk-adjusted return measures, as well as manager and fund analysis to evaluate investment strategies, performance consistency, and overall suitability for client portfolios.

In developing investment recommendations, the Adviser utilizes third-party research and analytical tools, including Morningstar, which provides data, ratings, and analytical insights on mutual funds, ETFs, and other securities. The Adviser also uses financial planning software, including eMoney Advisor, to prepare financial plans and projections based on client-provided information and assumptions.

The Adviser may also utilize artificial intelligence (“AI”) tools to assist in summarizing information or preparing client communications. While these tools can improve efficiency, they rely on algorithms and data inputs that may be incomplete, outdated, or inaccurate.

Risks associated with the use of these tools include, but are not limited to:

- Reliance on third-party data that may contain errors or omissions
- Limitations in predictive assumptions used in financial planning software
- Potential inaccuracies or unintended outputs generated by AI tools

The Adviser seeks to mitigate these risks through human review, oversight, and the application of independent professional judgment prior to relying on any such outputs.

[All methods of analysis: Past performance is not indicative of future results.](#)

### Investment Strategies

Seaside utilizes a variety of investment strategies depending on the client’s investment objectives, risk tolerance, time horizon, and financial circumstances. These strategies may include long-term purchases, short-term trading, and, in certain circumstances, the use of margin transactions.

**Long-Term Purchases** involve holding securities for more than one year and are generally intended to provide capital appreciation and/or income over time.

**Short-Term Trading** involves the purchase and sale of securities within a shorter time frame, which may increase transaction costs and tax implications.

**Margin Transactions** involve borrowing funds from a broker-dealer to purchase securities, which can increase both potential returns and potential losses.

The specific strategy employed for each client is based on the client's individual investment profile and may change over time.

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

## **B. Material Risks Involved**

The methods of analysis and investment strategies utilized by Seaside involve certain risks, which clients should understand prior to investing.

### **Fundamental Analysis Risk**

Fundamental analysis concentrates on factors that determine a company's value and expected future earnings. This approach typically encourages investment in securities that are believed to be undervalued. The primary risk is that the market may not recognize the perceived value of the investment, resulting in lower-than-expected returns or losses.

### **Technical Analysis Risk**

Technical analysis attempts to predict future price movements based on historical market data, including price and volume trends. This method assumes that market patterns are repeatable; however, markets do not always follow predictable patterns, and reliance on this method may not produce consistent results.

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

Modern Portfolio Theory is based on assumptions regarding risk and return relationships and diversification. While it seeks to optimize returns for a given level of risk, actual market conditions may differ from theoretical expectations, and diversification does not guarantee against loss.

### **Charting Analysis Risk**

Charting analysis involves the use of historical price patterns to identify potential investment opportunities. The risk is that past performance may not be indicative of future results, and reliance on charting alone without consideration of other factors may lead to inaccurate conclusions.

### **Quantitative Analysis Risk**

Quantitative models rely on historical data and mathematical assumptions. These models may perform differently than expected due to changes in market conditions, inaccuracies in the data, or flaws in model design or implementation.

### **Short-Term Trading Risk**

Short-term trading involves frequent buying and selling of securities, which can increase transaction costs and tax liabilities. Market volatility, liquidity constraints, and economic conditions may negatively impact performance.

### **Short Sale Risk**

Short selling involves selling securities that are not owned, with the expectation of repurchasing them at a lower price. This strategy carries a high level of risk, as losses may be theoretically unlimited if the price of the security increases.

### **Margin Transaction Risk**

Margin transactions involve borrowing funds from a brokerage firm to purchase securities. The use of leverage increases both potential gains and potential losses. If the value of the account declines, the client may be required to deposit additional funds or liquidate assets at unfavorable prices to meet a margin call.

### **Options Risk**

Options trading involves contracts that derive value from underlying securities. Options may expire worthless, and certain strategies involve significant leverage, which can result in substantial losses, including the loss of the entire investment.

## **C. Risks of Specific Securities Utilized**

Seaside generally seeks to employ investment strategies that do not involve significant or unusual risk beyond those inherent in domestic, international, and emerging equity and fixed income markets. However, certain strategies utilized by Seaside, including margin transactions, may involve increased risk of loss. Clients should be aware that all investment strategies involve material risks and potential loss of capital.

Unless otherwise stated, the investment types described below are not insured or guaranteed by the Federal Deposit Insurance Corporation (FDIC) or any other government agency.

## **Investment-Specific Risks**

### **Mutual Funds (Open-End and Closed-End)**

Investing in mutual funds involves risk of capital loss. Mutual funds also carry internal expenses that reduce overall returns. Funds may invest in equities or fixed income securities, each carrying their own risks.

### **Equities (Stocks)**

Equity investments involve ownership in a company and may provide returns through capital appreciation and dividends. The value of stocks can fluctuate significantly, and investors may lose part or all of their investment.

### **Exchange-Traded Funds (ETFs)**

ETFs trade similarly to stocks and carry market risk, liquidity risk, and tracking error risk. Certain ETFs, including those focused on commodities or niche sectors, may involve additional volatility and complexity.

### **Fixed Income and Debt Securities**

Fixed income investments include government and corporate bonds, structured products, and other debt instruments. These investments are subject to interest rate risk, credit risk, inflation risk, liquidity risk, and call risk.

### **High-Yield Bonds**

High-yield (or “junk”) bonds carry a higher risk of default and are more sensitive to economic conditions than investment-grade bonds.

### **Treasury Inflation-Protected Securities (TIPS)**

TIPS are backed by the U.S. Treasury and have low default risk; however, they may fluctuate in value due to interest rate changes.

### **Real Estate and REITs**

Real estate investments and REITs are subject to market cycles, interest rate fluctuations, property-specific risks, and changes in economic or regulatory conditions.

### **Private Placements and Private Equity**

Private investments are typically illiquid, subject to limited regulation, and may result in significant loss of capital. Capital calls may be required on short notice, and failure to meet them can have adverse consequences.

### **Venture Capital Investments**

Investments in early-stage companies carry a high degree of risk due to business uncertainty and lack of operating history.

### **Annuities**

Annuities are long-term investment products that may include fees, surrender charges, and tax implications. Variable annuities involve market risk similar to mutual funds.

### **Commodities (Indirect Exposure)**

Exposure to commodities through pooled investment vehicles may be affected by supply and demand, geopolitical factors, weather, and market volatility. Seaside does not recommend direct investment in physical commodities or commodity contracts.

### **International and Emerging Markets**

Investments in foreign markets involve additional risks, including currency fluctuations, political instability, regulatory differences, and reduced availability of reliable financial information.

## **Strategy-Specific Risks**

### **Long-Term Trading**

Long-term strategies expose investors to market, economic, inflation, and political risks over extended periods.

### **Short-Term Trading**

Short-term trading may increase transaction costs and tax liabilities and is subject to heightened market volatility and liquidity risk.

### **Margin Transactions**

Margin involves borrowing funds to invest and can magnify both gains and losses. A decline in account value may result in a margin call, requiring additional funds or liquidation of assets at unfavorable prices.

### **Short Sales**

Short selling involves potentially unlimited losses if the price of the security increases.

## **Options and Options Writing**

Options involve leverage and may expire worthless. Certain strategies, including uncovered options, can result in significant or unlimited losses.

## **Derivatives**

Derivative instruments derive value from underlying assets and may involve leverage, resulting in amplified gains or losses.

## **General Investment Risks**

### **Market Risk**

The risk that overall market conditions will negatively impact investment values.

### **Interest Rate Risk**

The risk that changes in interest rates will affect the value of fixed income investments.

### **Inflation Risk (Purchasing Power Risk)**

The risk that inflation will reduce the real value of investment returns.

### **Economic Risk**

The risk that economic conditions such as recessions or changes in exchange rates will affect investments.

### **Political and Regulatory Risk**

The risk that changes in government policies, laws, or regulations may impact investments.

### **Liquidity Risk**

The risk that an investment cannot be sold quickly without significantly affecting its price.

### **Credit Risk**

The risk that an issuer may fail to meet its financial obligations.

Past performance is not a guarantee of future returns. Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.

## **ITEM 9: DISCIPLINARY INFORMATION**

Seaside Advisory Services, Inc. and its management persons have not been involved in any legal or disciplinary events that would be material to a client's or prospective client's evaluation of the firm or the integrity of its management.

## **ITEM 10: OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS**

Shawn Orser is a Registered Representative with Fortune Financial Services, Inc., a registered broker-dealer. In this capacity, he may recommend and sell securities products and receive commissions.

This presents a conflict of interest, as Shawn Orser has an incentive to recommend commissionable products. Clients are not obligated to purchase securities through him in his capacity as a Registered Representative and may choose to implement recommendations through other brokers or agents.

### **Commodity/Futures Registration**

Neither Seaside Advisory Services, Inc. nor its Advisory Representatives are registered as a futures commission merchant, commodity pool operator, commodity trading advisor, or associated person of such entities.

### **Other Business Activities and Conflicts of Interest**

Certain Advisory Representatives engage in additional business activities outside of Seaside:

#### **Insurance Activities**

Shawn Orser acts as a licensed insurance agent and may recommend insurance products. In this role, he receives customary commissions paid by the insurance carrier.

This creates a conflict of interest, as there is an incentive to recommend insurance products that generate commissions. Clients are not obligated to purchase insurance products through Shawn Orser.

#### **Trust Accounting Services**

Shawn Orser provides trust accounting-related services outside of Seaside and receives separate compensation for these services. This presents a conflict of interest, as there is an incentive to recommend services that generate additional fees.

#### **Business Consulting Services**

Shawn Orser offers business consulting services independent of Seaside and receives separate compensation.

This creates a conflict of interest, as there is an incentive to recommend consulting services that generate additional fees.

#### **Independent Trustee – Collaborative Investment Series Trust**

Shawn Orser serves as an Independent Trustee of the Collaborative Investment Series Trust.

In this role, he participates in oversight of the Trust's operations, including financial reporting, internal controls, and audit processes. This role may present a conflict of interest if Seaside recommends investment products associated with the Trust.

#### **Independent Director – Belpointe REIT**

Shawn Orser serves as an independent director of Belpointe REIT.

In this role, he provides oversight on matters including strategy, risk management, financial controls, and corporate governance. This presents a conflict of interest if Seaside recommends investments related to Belpointe REIT.

#### **Conflict Mitigation**

Seaside addresses these conflicts of interest through the following measures:

- Advisory Representatives are required to act in the best interest of clients at all times
- Recommendations are reviewed periodically for suitability and objectivity
- All compensation and conflicts are disclosed in advance
- Clients are not required to purchase any product or service through Seaside or its representatives
- Comparable services or products may be available through other providers
- Seaside does not engage in tying arrangements, and clients are free to obtain services from unaffiliated providers.

All material conflicts of interest are disclosed in accordance with applicable regulations, including Section 260.238(k) of the California Corporations Code.

#### **Selection of Other Advisers**

Seaside may recommend third-party investment advisers, including programs such as JPMorgan 55ip.

Seaside will receive a portion of the advisory fee charged by the third-party adviser. This creates a conflict of interest, as Seaside has an incentive to recommend advisers that share fees.

Clients are not obligated to use any recommended third-party adviser and may select other providers.

#### **ITEM 11: CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING**

Seaside Advisory Services, Inc. ("Seaside") has adopted a Code of Ethics in accordance with Rule 204A-1 under the Investment Advisers Act of 1940, which establishes standards of conduct for all supervised persons of the firm.

Seaside is a fiduciary and has a duty to act in the best interest of its clients. The Code of Ethics reflects this fiduciary obligation and is designed to promote honesty, integrity, and compliance with applicable securities laws.

The Code of Ethics addresses, among other things:

- The fiduciary duty owed to clients
- Standards of professional conduct
- Compliance with federal and state securities laws
- Personal securities transactions and reporting requirements
- Insider trading and the safeguarding of material non-public information

All Advisory Representatives receive a copy of the Code of Ethics and are required to acknowledge in writing that they have read, understand, and agree to comply with its provisions.

A copy of Seaside's Code of Ethics will be provided to any client or prospective client upon request.

#### **Participation or Interest in Client Transactions**

Seaside does not generally recommend to clients, or buy or sell for client accounts, securities in which Seaside or a related person has a material financial interest.

#### **Personal Trading and Conflicts of Interest**

From time to time, Advisory Representatives may buy or sell securities for their own accounts that are also recommended to clients. This presents a conflict of interest, as representatives may have an incentive to trade ahead of clients or benefit from market activity following client recommendations.

To address this conflict, Seaside has implemented the following controls:

- Client transactions are given priority over personal transactions
- Certain personal securities transactions require pre-clearance
- Advisory Representatives are required to report personal securities holdings and transactions periodically
- Transactions are monitored for compliance with the firm's fiduciary duty

Seaside, its officers, and Advisory Representatives may invest in the same securities as clients; however, all such activity is conducted in a manner consistent with the firm's obligation to place client interests first.

The use of third-party analytical tools (e.g., Morningstar) and financial planning software (e.g., eMoney Advisor), as well as artificial intelligence ("AI") tools, does not create a direct conflict of interest for the Adviser, as the Adviser does not receive compensation from these tools based on client recommendations.

However, the Adviser recognizes that reliance on third-party data and technology introduces potential risks related to data accuracy and bias. The Adviser maintains policies and procedures designed to ensure that all recommendations are made in the best interest of clients and are not unduly influenced by such tools.

## ITEM 12: BROKERAGE PRACTICES

### A. Selection of Broker-Dealers and Best Execution

Clients may specify a broker-dealer to be used, or Seaside Advisory Services, Inc. ("Seaside") may recommend a broker-dealer. In recommending a broker-dealer, Seaside considers factors such as:

- Execution capability
- Commission rates and transaction costs
- Financial stability
- Quality of service
- Research and technology support

Seaside has a fiduciary duty to seek **best execution**, meaning the most favorable terms reasonably available under the circumstances.

Clients should be aware that they may pay commissions or fees that are higher or lower than those available through other broker-dealers.

### Research and Other Economic Benefits

Seaside does not use client brokerage commissions (soft dollars) to obtain research or other products or services. However, Seaside receives certain economic benefits from its custodial relationship with Charles Schwab & Co., Inc. ("Schwab"), including access to technology, research, and practice management resources. These benefits are provided without direct cost but create a conflict of interest, as they may incentivize Seaside to recommend Schwab.

### Directed Brokerage

Seaside may permit clients to direct brokerage to a specific broker-dealer.

Clients who direct brokerage should understand:

- Seaside may be unable to seek best execution
- Transactions may be executed at less favorable prices
- Commissions or costs may be higher
- Trade aggregation may not be possible
- Portfolio reporting capabilities may be limited

Clients must acknowledge in writing that directing brokerage may impact execution quality and overall results.

### B. Custodial Platform – Charles Schwab & Co., Inc.

Seaside participates in the institutional advisor program offered by Charles Schwab & Co., Inc., a registered broker-dealer and member FINRA/SIPC.

Schwab provides services including:

- Custody of client assets
- Trade execution
- Clearing and settlement

- Access to trading platforms and tools

Seaside may recommend Schwab to clients for custody and brokerage services.

### **Economic Benefits and Conflicts**

Through its participation in Schwab's program, Seaside receives access to:

- Research, software, and technology tools
- Trading and portfolio management systems
- Block trading capabilities
- Fee billing services
- Access to institutional investment options
- Discounts on compliance, marketing, and operational services

Some of these benefits may not directly benefit client accounts but assist Seaside in operating its business.

While these benefits are not dependent on directing a specific amount of brokerage, they create a potential conflict of interest, as they may influence Seaside's recommendation of Schwab.

Seaside addresses this conflict by adhering to its fiduciary duty to act in the best interest of clients.

### **C. Aggregation of Trades**

When appropriate, Seaside may aggregate (or "bunch") transactions for multiple client accounts to seek:

- More favorable pricing
- Lower transaction costs
- More efficient execution

When trades are aggregated, securities are allocated among client accounts in a fair and equitable manner.

However, aggregation may not be possible in all cases, particularly where:

- Clients direct brokerage
- Trade timing differs
- Order sizes vary

When trades are not aggregated, clients may receive less favorable execution.

## **ITEM 13: REVIEW OF ACCOUNTS**

### **A. Account Reviews**

Seaside Advisory Services, Inc. ("Seaside") reviews client accounts and financial plans on a periodic basis. The frequency of reviews is determined based on the client's individual needs, objectives, and circumstances, but typically occurs on an annual basis or more frequently as needed.

Account reviews may also be conducted upon client request or when there are material changes in a client's financial situation, investment objectives, or market conditions.

Reviews are conducted by Shawn Orser, President, and/or Advisory Representatives, including Darlene Maza, Alison Farrin, and Cody Laidlaw.

Financial planning engagements are reviewed in connection with the preparation and delivery of the financial plan.

Additional reviews may occur if the client engages Seaside for ongoing financial planning services.

### **Statements and Reports**

Clients receive account statements directly from their qualified custodian, which detail holdings, transactions, and account values.

In addition, Seaside provides clients with quarterly reports, which may include:

- Portfolio summaries
- Performance reports
- Asset allocation breakdowns
- Billing summaries

Clients are encouraged to compare the information provided in Seaside's reports with the statements received from the custodian.

### **Review Triggers**

Seaside may conduct additional reviews when material changes occur, including but not limited to:

- Changes in a client's financial situation
- Changes in investment objectives or risk tolerance

- Significant market events
- Changes in investment strategy or holdings

Each client account is reviewed by the Advisory Representative primarily responsible for that relationship.

#### ITEM 14: CLIENT REFERRALS AND OTHER COMPENSATION

##### **Economic Benefits from Third Parties**

Seaside Advisory Services, Inc. (“Seaside”) receives certain economic benefits from Charles Schwab & Co., Inc. (“Schwab”) in the form of support products and services made available to Seaside and other independent investment advisers whose clients maintain accounts at Schwab.

These products and services, how they benefit Seaside, and the related conflicts of interest are described in Item 12 (Brokerage Practices).

The availability of these products and services is not contingent upon Seaside recommending or purchasing specific securities for client accounts.

##### **Client Referrals**

Seaside does not compensate any non-advisory personnel, solicitors, or promoters for client referrals.

Additionally, Seaside does not receive compensation from third parties for client referrals.

#### ITEM 15: CUSTODY

Seaside Advisory Services, Inc. (“Seaside”) does not take physical custody of client funds or securities. However, Seaside is deemed to have **limited custody** of client assets solely because it is authorized to deduct advisory fees directly from client accounts.

When advisory fees are deducted directly from client accounts at the qualified custodian, Seaside complies with the following safeguards:

##### **A. Written Authorization**

Seaside obtains written authorization from each client to deduct advisory fees from accounts held at a qualified custodian.

##### **B. Notice to Custodian**

Seaside provides the qualified custodian with written notice of the amount of the fee to be deducted from the client’s account.

##### **C. Invoice to Client**

Seaside sends the client a written invoice, including:

- The amount of the fee
- The formula used to calculate the fee
- The assets under management on which the fee is based
- The time period covered by the fee
- The name of the custodian

This invoice is sent concurrent with or prior to the deduction of fees.

##### **Custodian Statements**

Client assets are held at qualified custodians (such as broker-dealers), which send account statements directly to clients at least quarterly.

Clients are strongly encouraged to review these statements carefully.

##### **Additional Reporting**

In addition to custodian statements, Seaside provides clients with periodic reports, typically on a quarterly basis. Clients are encouraged to compare the information contained in Seaside’s reports with the statements received directly from the custodian.

#### ITEM 16: INVESTMENT DISCRETION

Seaside Advisory Services, Inc. (“Seaside”) provides discretionary investment advisory services to clients. Discretionary authority is granted by the client through the Investment Advisory Agreement.

Where discretionary authority has been granted, Seaside is authorized to manage the client’s account and make investment decisions without prior consultation with the client, including:

- The selection of securities to be bought or sold
- The timing of transactions

- The amount of securities to be purchased or sold

Discretionary authority is exercised in a manner consistent with the client's investment objectives, guidelines, and any restrictions outlined in the client's agreement or Investment Policy Statement.

Clients may impose reasonable restrictions on the management of their accounts, which must be communicated to Seaside in writing.

#### ITEM 17: VOTING CLIENT SECURITIES

Seaside does not have authority to vote client securities and does not provide proxy voting services.

Clients retain responsibility for voting proxies for securities held in their accounts. Proxy materials and other shareholder communications are sent directly to clients by the qualified custodian (such as Charles Schwab & Co., Inc.) or the issuer's transfer agent.

Clients may contact Seaside with questions about proxy materials; however, Seaside does not provide advice or recommendations regarding proxy voting.

#### ITEM 18: FINANCIAL INFORMATION

##### **Balance Sheet**

Seaside Advisory Services, Inc. ("Seaside") does not require or solicit prepayment of fees of more than \$500 per client, six months or more in advance. Accordingly, Seaside is not required to include a balance sheet with this brochure.

##### **Financial Condition**

Seaside does not have any financial condition that is reasonably likely to impair its ability to meet its contractual commitments to clients.

##### **Bankruptcy**

Seaside has not been the subject of a bankruptcy petition at any time during the past ten (10) years.

#### ITEM 19: REQUIREMENTS FOR STATE REGISTERED ADVISERS

##### **Principal Executive Officers and Management Persons**

The education and business background of Seaside Advisory Services, Inc.'s ("Seaside") principal executive officers and management persons, including Shawn Christopher Orser and Darlene Marie Maza, are described in their respective Form ADV Part 2B Brochure Supplements.

##### **Other Business Activities**

Information regarding other business activities of Seaside's management persons is disclosed in their respective Form ADV Part 2B Brochure Supplements.

##### **Performance-Based Fees**

Seaside does not charge performance-based fees (fees based on a share of capital gains or capital appreciation of client assets).

##### **Disciplinary Information**

Seaside and its management persons have not been involved in any arbitration, civil, self-regulatory organization, or administrative proceeding that is material to a client's evaluation of the firm or its management.

##### **Material Relationships with Issuers of Securities**

Shawn Orser serves as an Independent Trustee of the Collaborative Investment Series Trust. In this role, he participates in oversight of the Trust's operations, including financial reporting, internal controls, and audit processes. Shawn Orser also serves as an independent director of Belpointe REIT. In this capacity, he provides oversight on matters including corporate governance, strategy, risk management, and financial controls.

These roles may present a conflict of interest if Seaside recommends investments associated with these entities. Seaside addresses this conflict by adhering to its fiduciary duty to act in the best interest of clients and by fully disclosing such relationships.