



AMPLIFY MY WEALTH

Form ADV Part 2A - Firm Brochure.

AMPLIFY MY WEALTH LLC

Boca Raton, FL 33434
Phone: 561-866-2235

Dated: January 18, 2026

amplifymywealth.com

This Brochure provides information about the qualifications and business practices of AMPLIFY MY WEALTH LLC, "AMPLIFY." If you have any questions about the contents of this Brochure, please contact us at 561-866-2235. The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission or any state securities authority.

AMPLIFY is registered as an Investment Adviser with the State of FLORIDA. Registration as an Investment Adviser does not imply any level of skill or training. Additional information about AMPLIFY is available on the SEC's website at www.adviserinfo.sec.gov, and you can find it using the firm's identification number, 314949.

Item 2: Material Changes

The last annual ADV update was filed on March 28, 2025.

From time to time, we may amend this Disclosure Brochure to reflect changes in our business practices, regulatory requirements, and routine annual updates required by securities regulators. Either this complete Disclosure Brochure or a Summary of Material Changes is given to each Client annually, and if a material change occurs in the business practices of AMPLIFY.

At any time, you may view the current Disclosure Brochure online at the SEC's Investment Adviser Public Disclosure website at <http://www.adviserinfo.sec.gov> by searching for our firm name or CRD number 314949.

You may also request a copy of this Disclosure Brochure by contacting us at 561-866-2235.

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Item 4: Advisory Business

Description of Advisory Firm

AMPLIFY is registered as an investment adviser with the State of FLORIDA and was founded in March 2021. ALISSA KRASNER MAIZES is the Principal Owner and Chief Compliance Officer of AMPLIFY. AMPLIFY reports that no discretionary or non-discretionary assets have been under management since its formation.

AMPLIFY does not sell insurance or annuity products or receive commissions or referral fees. As a fiduciary, AMPLIFY tailors and customizes our advisory services to the individual needs of our clients, always putting the client's needs first. We consider their goals, risk tolerance, and other information gleaned from what the client shares during the meeting, as well as any information the client submits to AMPLIFY. Clients may impose restrictions on investing in specific securities or types of securities.

Financial Planning Projects

We provide fiduciary fee-only financial planning services on budgeting, debt elimination, insurance needs analysis, retirement planning, risk management, college savings, cash flow, debt management, work benefits, estate planning, charitable giving, and investment planning.

Financial planning includes evaluating a Client's current and future financial state using known variables to predict future cash flows, asset values, and withdrawal plans. The key defining aspect of financial planning is that, through the process, all questions, information, and analysis will be considered as they affect and are affected by the Client's overall financial and life situation. Clients purchasing this service will receive a written or electronic report detailing a financial plan to help them achieve their stated financial goals and objectives.

In general, the financial plan will address any or all of the following areas of concern. The Client and advisor 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(es), are considering starting a business, or are planning to exit their current business(es). In this engagement, we work with you to assess your current situation, identify your objectives, and develop a plan to achieve your goals for your business(es).
- **Cash Flow and Debt Management:** We will review your income and expenses to determine your current surplus or deficit, and advise on how to allocate surplus to achieve goals, eliminate debt, and reduce expenses. Regarding debt elimination, the advice will consider which debts to pay off first based on factors such as interest rates and any income tax implications. We may also recommend an appropriate cash reserve for emergencies and other financial goals, review accounts (such as money market funds) for these reserves, and outline strategies to save the desired amounts.
- **College Savings:** This may include projecting the amount needed to fund college or other post-secondary education and providing advice on saving the desired amount. Recommendations for savings strategies may consist of consideration of external sources, such

as scholarships and financial aid. We can also explore options to assist with education savings for clients' grandchildren or other loved ones.

- **Employee Benefits Optimization:** We will review whether you are fully leveraging your employee benefits. If you are a business owner, we can evaluate your business and personal retirement goals and recommend benefit programs tailored to them.
- **Estate Planning:** This usually includes an analysis of your exposure to estate taxes and your current estate plan, i.e., whether you have a will, powers of attorney, trusts, and other related documents. Our advice also typically includes ways to minimize or avoid future estate taxes by implementing appropriate estate planning strategies, such as using applicable trusts. We recommend consulting with a qualified estate planning attorney when initiating, updating, or completing estate planning activities. We may provide you with contact information for attorneys specializing in estate planning when you wish to hire an attorney. 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 determine what you plan to accomplish, what resources you will need to make it happen, how much time you require to achieve the goal, and how much you should budget for each goal.
- **Insurance:** Review existing policies to ensure appropriate coverage, and may include the following: life, health, disability, long-term care, liability, home, and automobile.
- **Investment Analysis:** This may include developing an asset allocation strategy to meet Clients' financial goals and risk tolerance, providing information on investment vehicles and strategies, reviewing employee stock options, and assisting you in establishing your investment account with a selected broker-dealer or custodian. The approach and types of investments we may recommend are also in Item 8 of this brochure.
- **Retirement Planning:** Our retirement planning services typically include projections of your likelihood of achieving your financial goals, 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).
- **Risk Management:** A risk management review includes an analysis of your exposure to significant risks that could significantly adversely affect your financial position, such as premature death, disability, property and casualty losses, or the need for long-term care planning. Risk management advice may include minimizing such risks and weighing the costs of purchasing insurance against the benefits, as well as the potential cost of not purchasing insurance ("self-insuring").
- **Tax Planning Strategies:** Advice may include ways to minimize current and future income taxes as part of your overall financial plan. For example, we may make recommendations

concerning charitable giving or 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 a qualified professional before undertaking any tax planning, estate planning, or debt elimination or consolidation. We may provide you with contact information for accountants or attorneys who specialize in these areas if you wish to hire someone for such purposes. With your approval, we will participate in meetings or phone calls between you and your expert professional. While we may recommend professionals, this does not constitute a qualification or approval concerning their ability to meet your needs. We do not receive any fees or commissions for any referrals.

Holistic Financial Planning

This service involves working one-on-one with a planner over an extended period. By paying a fixed monthly/quarterly fee, Clients work with a planner who helps them develop and implement their plan. The planner will review the plan, recommend any changes, and ensure the plan is up to date, as needed, as determined by the planner and client during the planning process. At the client's direction, the planner will help to guide them on executing the plan. The review frequency is determined through the planning process, agreed upon, and outlined in the engagement of service.

Upon requesting a comprehensive plan, a Client receives advice and guidance to establish their financial goals and values. They will be required to provide information to help complete the following areas of analysis: net worth, cash flow, insurance, credit scores/reports, employee benefits, retirement planning, investments, college planning, insurance coverage, and estate planning. Once the advisor reviews the Client's information, the advisor creates an individualized plan that appropriately considers the Client's input and feedback. Each plan is tailored to the Client, and findings, analysis, potential changes to their current situation, and updates will be reviewed with the client as needed determined by the client sharing changes and relevant information. Clients subscribing to this service will receive a written or electronic report providing a detailed financial plan to help them achieve their stated financial goals and objectives. Follow-up meetings to review the plan will be conducted at the Client's convenience. At least an annual or semi-annual meeting and a complete review of this plan to ensure its accuracy and ongoing appropriateness. Any needed updates will be noted and adjusted at that time.

Retirement Plan Consulting

Our firm provides ongoing retirement planning services to employer plan sponsors. Generally, such services may consist of assisting employer plan sponsors or plan-named fiduciaries in establishing their 401(k), negotiating with potential providers on their behalf, and then presenting provider options to them, assisting with the onboarding process with the 401(k) providers they choose, and reviewing investments selected by the third party. As the plan sponsor's needs dictate, areas of advising may include the design of the investment policy statement, investment reviews and recommendations, fee analysis, participant education, and vendor searches & analysis.

In providing retirement plan services, our firm does not offer any advisory services with respect to the following types of assets: employer securities, real estate (excluding real estate funds and publicly-traded REITs), participant loans, non-publicly traded securities or assets, other illiquid investments, or brokerage window programs (collectively, "Excluded Assets").

Certain plans and/or clients we may serve are regulated under the Employee Retirement Income Security Act of 1974 ("ERISA"). We will provide employee benefit plan services to the plan sponsor and/or fiduciaries as described above for the fees outlined in Item 5 of this brochure. The services we provide are advisory in nature. We are not subject to any disqualifications under Section 411 of ERISA. In performing fiduciary services, we are acting as a fiduciary of the plan as defined in Section 3(21)(A)(ii) under ERISA.

Educational Seminars and Speaking Engagements

We may provide seminars on an "as announced" basis for groups seeking general advice or education on investments and other areas of personal finance. The content of these seminars will vary based on attendees' needs. These seminars are purely educational and do not involve the sale of any investment products. Information presented will not be based on any person's need, nor does AMPLIFY provide individualized investment advice to attendees during these seminars.

Complimentary Consultations May Be Offered

We may provide complimentary consultations so potential clients can share their goals and needs, ask questions, and ultimately better understand what services AMPLIFY offers. This will allow the potential client to decide whether AMPLIFY is a good fit for them; only information, no advice, will be shared.

Wrap-Fee Programs

We do not participate in wrap-fee programs.

Item 5: Fees and Compensation

Please note that unless a Client has received the firm's Disclosure Brochure at least 48 hours before signing the investment advisory contract, the Client may terminate the contract within five (5) business days of signing without incurring any advisory fees. The payment method depends on the type of advisory service we provide. Please review the fee and compensation information below.

Fees must be paid in advance, with any additional amount due upon completion of the service. If the amount paid upfront exceeds the amount owed for services performed, AMPLIFY will refund the difference to the client for hourly and project-based services. Clients may be charged up to half of the agreed-upon hourly rate if they cancel within twenty-four hours of an appointment. Suppose a client cancels a meeting for a project-based service fee, and the service has already commenced or is complete, in that case, the client may not cancel the service and must pay the total amount agreed upon for the services requested and rendered as of the point of cancellation. Clients may incur a \$30 fee for canceled checks, transfers, or reversed charges, in addition to the amount owed to AMPLIFY.

Holistic Financial Planning

Ongoing Financial Planning includes an upfront charge of \$250 - \$2,500 and an ongoing monthly or quarterly fee, paid in advance, of \$100 - \$500 per month (\$300 - \$1,500 per quarter). The fee may be negotiable in some instances. Fees for this service may be paid by electronic funds transfer or

check. This service may be terminated with 30 days' notice. Upon termination of any agreement, the fee is prorated, and any unearned fees are refunded to the Client.

The upfront portion of the Comprehensive Financial Planning fee covers Client onboarding, data gathering, and establishing the basis for the financial plan. This work commences immediately after payment. The client shares any necessary data with AMPLIFY and completes it within the first 30 days in order for the scope of the planning advice not to be narrowed due to AMPLIFY not having the necessary information, unless there are other arrangements made with the client. Therefore, the upfront portion of the fee is not paid more than six months in advance.

Financial Planning Fixed Fee

Financial Planning can be offered on a fixed-fee, project basis, depending on the project's complexity. The fixed fee will be agreed upon before any work begins. The fixed fee ranges from \$200 to \$7,200. The fee is negotiable. If a fixed-fee plan is selected, the fee is due at the start of the process. However, AMPLIFY will not bill over \$500.00 more than six months in advance. Fees for this service is paid by electronic funds transfer or check. In the event of early termination, unearned prepaid fees will be refunded, completed project deliverables will be given to the Client, and further fees will not be charged.

Financial Planning Hourly Fee

A Financial Planning fee of up to \$540 per hour may be available. The fee is due upon booking each meeting, with any outstanding balance due upon completion of each engagement. Fees incurred after the first hour in the same session will be billed in 15-minute increments and due upon completion of the session.

Fees for this service are paid by electronic funds transfer or check. In the event of early termination, unearned prepaid fees will be refunded, completed project deliverables will be given to the Client, and further fees will not be charged.

Retirement Plan Consulting

The ongoing 401(k) consulting fee may be negotiable and based on up to 0.54% of assets under advisement, billed in arrears. Alternatively, AMPLIFY offers flat or hourly fees based on the scope of services and the engagement agreed upon by the client and AMPLIFY.

The annualized fees for ongoing retirement plan investment consulting services that are asset-based adhere to the following fee schedule:

Assets under Management	Annual Advisory Fee
\$0 - \$500,000	.54%
\$500,001 - \$1,000,000	.36%
\$1,000,001 - \$5,000,000	.20%
5,000,001 and Above	.15%

The annual advisory fee is paid quarterly in arrears based on the value of the Client's account(s), based on the average daily balance of the Client's account(s). The advisory fee is a straight tier with no additional fees to other parties, such as record keepers, custodians, or third-party administrators. AMPLIFY relies on the valuation provided by the Client's custodian to determine assets under management. Our advisory fee is prorated for any partial billing periods during the engagement, including the initial and terminating billing periods.

Hourly and flat fees are due when invoiced before the commencement of agreed-upon services unless otherwise agreed upon; when hourly fees exceed the hour(s) already paid for, billed in fifteen-minute increments and due upon completion of the service and receipt of the invoice.

Educational Seminars/ Speaking engagements

Seminars on various financial topics are available to nonprofits, private businesses, organizations, and the public. Fees range from free to \$18,000 per seminar or free to \$720 per participant. Multiple days or seminars per day are separate seminars/engagements. Half of the fees are due before the engagement, and the remaining half is due 1 week before the engagement. When the seminar is virtual or available virtually, the fee is paid in full at registration time. The fee range depends upon the content, the amount of research conducted, the preparation hours required, and the number of attendees. In inclement weather or in the event that there are flight cancellations, the Speaker shall make all reasonable efforts to arrange alternative travel to arrive in time for the presentation. The Speaker may waive their fee if travel proves impossible, but the Client and Speaker should make reasonable efforts for the Speaker to provide the presentation or services agreed upon virtually or on a mutually agreed date. However, the Client will still be responsible for reimbursing non-refundable travel expenses.

If the Client decides to cancel or reschedule the event for any reason, the Client will still be responsible for reimbursement of any non-refundable travel expenses already incurred and will pay 100% of the Speaker's fee if the cancellation occurs within 30 days of the event. Suppose the Speaker must cancel due to health or similar unforeseen circumstances. In that case, the Speaker will make reasonable efforts to find an alternative engagement date and will absorb any incremental costs associated with obtaining alternative travel arrangements. If no alternative date is available, the Client will not be responsible for any travel costs incurred by the Speaker or for any portion of the Speaker's fee.

Educational Seminars and Speaking Engagements may be provided pro bono at AMPLIFY's discretion.

Other Types of Fees and Expenses

When implementing an investment recommendation, the Client may incur additional fees and charges imposed by broker-dealers and other third parties, including custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfers, electronic fund transfer fees, and other fees and taxes associated with brokerage accounts and securities transactions. Mutual Funds and exchange-traded funds also charge internal management fees, outlined in a fund's prospectus. Such charges, fees, and commissions are in addition to our fee; we shall not receive any portion of these commissions, fees, or costs.

Item 12 further describes the factors we consider in selecting or recommending broker-dealers for the Client's transactions and determining the reasonableness of their compensation (e.g., commissions).

We 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.

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 and investment advisory services to goal-driven individuals, including children, retirees, high-net-worth individuals, entrepreneurs, and small businesses. We do not have a minimum account size requirement.

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

When Clients have us complete an Investment Analysis (described in Item 4 of this brochure) as part of their financial plan, our primary methods of analysis are fundamental, technical, cyclical, and charting.

Passive Investment Management

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

Passive investment management also emphasizes low portfolio expenses (i.e., the funds within the portfolio have low internal costs), minimal trading costs (due to infrequent trading), and relative tax efficiency (because the funds within the portfolio are tax-efficient and turnover is minimal).

In contrast, active management involves a single manager or a team of managers who employ a strategy or technique to construct a portfolio that generates returns above the broader market or a designated benchmark. Academic research indicates that most active managers underperform the market.

Material Risks Involved

AMPLIFY does not provide investment management. However, investment recommendations may be part of the financial planning service. **All our investment strategies involve risk and may result in the loss of your original investment, which you should be prepared to bear.** These risks apply equally to stocks, bonds, commodities, and other investments or securities. Material risks associated with our investment strategies are listed below.

Market Risk: Market risk is the possibility that an investment's current market value will decline due to a general market decline, reducing its value regardless of the issuer's operational performance or financial condition.

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

Small- and Medium-Cap Company Risk: **Securities of companies with small- or medium-market capitalizations are often more volatile and less liquid than those of larger companies.** Small and medium-cap companies may face a greater risk of business failure, which could increase the volatility of the Client's portfolio.

Turnover Risk: Some investment strategies may have a higher portfolio turnover rate than others. A high portfolio turnover would correspondingly increase brokerage commission expenses and may require the distribution of additional capital gains for tax purposes. These factors may negatively affect the account's performance.

Limited markets: Certain securities may be less liquid (more difficult to buy or sell), and their prices may be more volatile than at other times. Under certain market conditions, we may be unable to sell or liquidate investments at reasonable or favorable prices or find buyers at any price.

Concentration Risk: Certain investment strategies focus on particular asset classes, industries, sectors, or types of investment. From time to time, these strategies may be subject to greater risks of adverse developments in these areas than a more broadly diversified strategy across a wider range of investments.

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

Legal or Legislative Risk: Legislative changes or Court rulings may impact the value of investments or the securities' claim on the issuer's assets and finances.

Inflation: Even if the dollar value of your investments remains unchanged, inflation can erode your portfolio's buying power.

Risks Associated with Securities

In addition to the general risks outlined above, which apply to all investments, specific securities may have additional risks.

Commercial Paper is, in most cases, an unsecured promissory note issued with a maturity of 270 days or less. Because it is unsecured, the investor's risk is that the issuer may default.

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 adversely affect stock prices.

Corporate Bonds are debt securities used to raise capital (borrow money). Generally, issuers pay investors periodic interest and repay the principal either periodically during the life of the security or at maturity. Alternatively, investors can purchase other debt securities, such as zero-coupon bonds, which do not pay current interest and are priced at a discount to their face value; their value accrues 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.

Bank Obligations, including bonds and certificates of deposit, may be vulnerable to setbacks or panics in the banking industry. Banks and other financial institutions are significantly affected by interest rates and may be adversely impacted by downturns in the U.S. and foreign economies, or by changes in banking regulations.

Municipal Bonds are debt obligations issued to raise funds for 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. Those risks include interest rate, reinvestment, inflation, market, call or redemption, credit, liquidity, and valuation risks.

Options and other derivatives carry many unique risks, including time sensitivity, and can result in the complete loss of principal. While covered call writing provides a partial hedge against the stock, the hedge is limited to the cash flow received when writing the option. When selling covered calls, there is a risk that the underlying position may be "called away" at a lower price below the current market price.

Exchange-Traded Fund 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) the ETF may employ an investment strategy that utilizes high leverage ratios; or (iii) trading of an ETF's shares may halt if the listing exchange's officials deem such action appropriate, the shares are de-listed from the exchange, or the activation of market-wide "circuit breakers" (as a result of significant 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.

Investment Companies Risk. 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, which may be duplicative. In addition, the Client's overall portfolio may be affected by losses of an underlying fund and by the level of risk arising from the investment practices of that fund (such as the use of derivatives).

Item 9: Disciplinary Information

Criminal or Civil Actions

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

Administrative Enforcement Proceedings

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

Self-Regulatory Organization Enforcement Proceedings

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

Item 10: Other Financial Industry Activities and Affiliations

No AMPLIFY employee is registered or has an application pending to register as a broker-dealer or a registered broker-dealer representative.

No AMPLIFY employee is registered or has an application pending to register as a futures commission merchant, commodity pool operator, or commodity trading advisor.

AMPLIFY has no related parties. As a result, we do not have any relationships with related parties.

AMPLIFY only receives compensation directly from Clients. We do not receive compensation from any outside source. We have no conflicts of interest with any outside party.

Alissa Maizes is a licensed attorney and is not currently practicing law.

ALISSA KRASNER MAIZES provides pro bono financial advice for clients of the nonprofit Savvy Ladies and, in the capacity of an Impact and Fundraising Strategist, to other nonprofits. These activities account for approximately 10% of their time.

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

As a fiduciary, our firm and its associates have a duty of utmost good faith to act solely in each Client's best interests. Our Clients entrust us with their financial and personal information, which 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 our dealings. The firm also adheres to the Code of Ethics and Responsibility adopted by the CFP® Board of Standards Inc. and accepts the obligation to comply with all applicable laws and regulations and to act ethically and professionally in all professional services and activities.

Code of Ethics Description

This code does not attempt to identify all possible conflicts of interest, and literal compliance with each of its specific provisions will not shield associated persons from liability for personal trading or other conduct that violates a fiduciary duty to advisory Clients. A summary of the Code of Ethics Principles is outlined below.

- Integrity - Associated persons shall offer and provide professional services with integrity.
- Objectivity - Associated persons shall be objective in providing professional services to Clients.
- Competence—Associated persons shall provide services to Clients competently and maintain the necessary knowledge and skill to continue to do so in the areas in which they are engaged.
- Fairness - Associated 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 - Associated persons shall not disclose confidential Client information without the Client's specific consent unless in response to proper legal process or as required by law.

- Professionalism - Associated persons' conduct in all matters shall reflect the credit of the profession.
- Diligence - Associated persons shall act diligently in providing professional services.

We periodically review and amend our Code of Ethics to remain current. We require all firm access persons to attest annually to their understanding of and adherence to the Code of Ethics. 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 associates, nor 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 of an underwriter, adviser to the issuer, etc.

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

Our firm and its "related persons" may buy or sell securities similar to, or different from, those we recommend to Clients for their accounts. To reduce or eliminate conflicts of interest involving the firm or personal trading, our policy may require that we restrict or prohibit associates' transactions in specific reportable securities. The firm principal must approve any exceptions or pre-clearance for trading before the transaction is processed in an account. We maintain the required personal securities transaction records in accordance with regulations.

Trading Securities At/Around the Same Time as Client's Securities

From time to time, our firm or its "related persons" may buy or sell securities for their own accounts at or around the same time as Clients. We will not trade non-mutual fund securities 5 days before the same security for Clients.

Item 12: Brokerage Practices

Factors Used to Select Custodians and/or Broker-Dealers

AMPLIFY does not have any affiliation or relationships with Broker-Dealers. AMPLIFY has no client assets under management, does not execute client trades, or has custodian account arrangements. When recommending a Broker/Dealer, AMPLIFY focuses on low-cost options and considers factors such as whether a client already has an account and their preferences, including brick-and-mortar locations or specific investment options.

1. Research and Other Soft-Dollar Benefits

We currently do not receive soft dollar benefits.

2. Brokerage for Client Referrals

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

3. Clients Directing Which Broker/Dealer/Custodian to Use

As a fee-only financial planner who offers investment advice but does not offer ongoing Investment Advisory Management Services or Assets Under Management, we are not financially impacted by which broker-dealers a client may choose to implement our investment recommendations.

Item 13: Review of Accounts

ALISSA KRASNER MAIZES, PRINCIPAL, AND CCO of AMPLIFY, will work with Clients to obtain current information regarding their assets and investment holdings. They will review this information as part of our financial planning services. AMPLIFY does not provide Clients with specific reports other than financial plans. Once the Client's information is reviewed, their plan will be developed and analyzed, and the findings, analysis, and potential changes to their current situation will be presented to the Client. Clients subscribing to this service will receive a written or electronic report providing a detailed financial plan designed to achieve their stated financial goals and objectives. Follow-up meetings to review the plan will be conducted at the Client's convenience. It is recommended that Clients meet at least annually or semi-annually for a complete review of their plan to ensure its accuracy and ongoing appropriateness. Any needed updates to the plan should be made and then implemented by the client.

Item 14: Client Referrals and Other Compensation

We do not receive any economic benefit, directly or indirectly, from any third party for advice rendered to our Clients. Nor do we, directly or indirectly, compensate any person who is not advisory personnel for Client referrals.

Item 15: Custody

AMPLIFY does not accept custody of Client funds.

AMPLIFY does not accept custody of Client funds except in the instance of withdrawing Client fees.

Item 16: Investment Discretion

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

Item 17: Voting Client Securities

AMPLIFY does not have custody or discretion over or vote Client securities. We do not vote for Client proxies. Therefore, Clients maintain exclusive responsibility for (1) voting proxies and (2) acting on corporate actions on the Client's investment assets. The Client shall instruct the Client's qualified custodian to forward copies of all proxies and shareholder communications relating to the Client's investment assets to the Client. You should receive proxy materials directly from the account custodian.

Item 18: Financial Information

Registered Investment Advisers are required in this Item to provide you with specific financial information or disclosures about our financial condition. We have no financial commitments that would impair our ability to meet contractual and fiduciary obligations to Clients, and we have not been the subject of a bankruptcy proceeding.

We do not have custody of Client funds or securities, nor do we require or solicit prepayment of more than \$500 in fees per Client six months in advance.

Item 19: Requirements for State-Registered

Principal Officers

ALISSA KRASNER MAIZES serves as AMPLIFY'S sole principal and CCO. Information about ALISSA KRASNER MAIZES' education, business background, and outside activities can be found on her ADV Part 2B Brochure Supplement attached to this Brochure.

Other Business Activities

All Outside business information, if applicable, of AMPLIFY is disclosed in Item 10 of this brochure.

Performance-Based Fees

Neither AMPLIFY nor ALISSA KRASNER MAIZES is compensated by performance-based fees.

Please refer to Item 6 of this brochure.

Material Disciplinary Disclosures

No management person at AMPLIFY has ever been involved in an arbitration claim or found liable in a civil, self-regulatory, or administrative proceeding, or in a bankruptcy petition.

Material Relationships That Management Persons Have With Issuers of Securities

AMPLIFY nor ALISSA KRASNER MAIZES have any relationships or arrangements with issuers of securities.

Additional Compensation

ALISSA KRASNER MAIZES does not receive any economic benefit from any person, company, or organization in exchange for providing Clients' advisory services through AMPLIFY.

Supervision

ALISSA KRASNER MAIZES, as Principal and Chief Compliance Officer of AMPLIFY, is responsible for the supervision and may be contacted at the phone number on this brochure supplement.



AMPLIFY MY WEALTH

AMPLIFY MY WEALTH LLC

Boca Raton, FL 33434
561-866-2235

January 18, 2025

Form ADV Part 2B - Brochure Supplement

ALISSA KRASNER MAIZES - Individual CRD# 7334230

Principal and Chief Compliance Officer

This brochure provides information about ALISSA KRASNER MAIZES supplements the AMPLIFY ("AMPLIFY") brochure. A copy of that brochure precedes this supplement. Please contact ALISSA KRASNER MAIZES if AMPLIFY's brochure is not included with this supplement or if you have any questions about the contents of this supplement.

Additional information about ALISSA KRASNER MAIZES is available on the SEC's website at www.adviserinfo.sec.gov, which can be searched using the identification number 7334230.

Item 2: Educational Background and Business Experience

ALISSA KRASNER MAIZES

Born: 1968

Educational Background

- 1993 Juris Doctor, Brooklyn Law Schools
- 1990 Bachelor Of Science, Cum Laude, Northeastern University

Business Experience

- 04/2021 Present, Amplify My Wealth, Founder, Principal & CCO
- 08/2023 Present, Savvy Ladies, Pro Bono Certified Financial Planner® professional
- 09/2001 Present, ProBono for Nonprofits, Impact and Fundraising Strategist
- 07/2019 -05/2021, Atwood Financial Planning, Intern

Professional Designations, Licensing & Exams

ATTORNEY, LICENSED IN THE STATE OF NEW YORK. Qualifications met to become a licensed attorney in New York: Earned undergraduate and law school degrees, passed the New York State Bar and ethics exam, and was admitted to practice law in the State of New York in October 1994. Although admitted and licensed to practice law in New York, Alissa Krasner Maizes does not actively practice law.

LICENSED INVESTMENT ADVISOR REPRESENTATIVE. Qualifications to become licensed as an investment advisor representative included passing the Series 65 Exam.

CERTIFIED FINANCIAL PLANNER® professional I am certified for financial planning services in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board"). Therefore, I may refer to myself as a CERTIFIED FINANCIAL PLANNER® professional or a CFP® professional, and I may use these and the other certification marks (the "CFP Board Certification Marks") that Certified Financial Planner Board of Standards Center for Financial Planning, Inc. has licensed to CFP Board in the United States. 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.

CFP® professionals have met the 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. CFP Board implemented the bachelor's degree or higher requirement in 2007 and the financial planning development capstone course requirement in March 2012. Therefore, a CFP® professional who first became certified before those dates may not have earned a bachelor's or higher degree or completed a financial planning development capstone course. 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 the CFP Board's Code and Standards. This includes a commitment to the 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.

Item 3: Disciplinary Information

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

Item 4: Other Business Activities

ALISSA KRASNER MAIZES provides pro bono work for nonprofits as an Impact and Fundraising Strategist. This activity accounts for approximately 10% of her time.

Item 5: Additional Compensation

ALISSA KRASNER MAIZES does not receive any economic benefit from any person, company, or organization in exchange for providing Clients' advisory services through AMPLIFY.

Item 6: Supervision

ALISSA KRASNER MAIZES, Principal and Chief Compliance Officer of AMPLIFY, is responsible for the supervision and may be contacted at the phone number on this brochure supplement. Item 7: Requirements for State Registered Advisers

ALISSA KRASNER MAIZES has NOT been involved in an arbitration, civil proceeding, self-regulatory proceeding, administrative proceeding, or bankruptcy petition.