

Good Deals Advisors, LLC

Form ADV Part 2A — Firm Brochure

5900 Balcones Dr, Suite 100

Austin, TX 78731

Phone: (816) 607-1217

Email: andrew@gooddeals.work

Website: www.gooddeals.work

Brochure Date: March 24, 2026

This brochure provides information about the qualifications and business practices of Good Deals Advisors, LLC. If you have any questions about the contents of this brochure, please contact us at (816) 607-1217 or andrew@gooddeals.work. 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.

Good Deals Advisors, LLC is registered as an investment adviser with the Texas State Securities Board. Registration does not imply a certain level of skill or training.

Item 2: Material Changes

This is the initial filing of the Form ADV Part 2A for Good Deals Advisors, LLC. There are no material changes to report. In the future, this section will describe any material changes since the last annual update. Clients will receive a summary of material changes or a complete updated brochure within 120 days of the end of each fiscal year.

Item 3: Table of Contents

Item 4: Advisory Business

Item 5: Fees and Compensation

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

Item 7: Types of Clients

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

Item 9: Disciplinary Information

Item 10: Other Financial Industry Activities and Affiliations

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

Item 12: Brokerage Practices
Item 13: Review of Accounts
Item 14: Client Referrals and Other Compensation
Item 15: Custody
Item 16: Investment Discretion
Item 17: Voting Client Securities
Item 18: Financial Information

Item 4: Advisory Business

Firm Description

Good Deals Advisors, LLC ("Good Deals," "we," "our," or "the Firm") is a Texas limited liability company organized in March 2026 and registered as an investment adviser with the Texas State Securities Board. The Firm is owned and managed by Andrew M. Escher, CFA, who serves as the sole Managing Member and Chief Compliance Officer.

Advisory Services

Good Deals Advisors provides comprehensive wealth management and investment advisory services tailored to business owners, entrepreneurs, and individuals navigating complex financial lives. Our services include:

- **Wealth Management:** Investment strategy, asset allocation, portfolio construction, and ongoing portfolio oversight customized to each client's risk tolerance, time horizon, and financial objectives.
- **Financial Planning:** Comprehensive financial planning encompassing retirement planning, income planning, cash flow analysis, and goal-based planning. Plans are treated as living documents and updated as circumstances evolve.
- **Insurance and Protection Planning:** Coordination of life insurance, disability income, long-term care, and specialty coverage through our insurance brokerage partners to ensure clients' financial foundations are resilient.
- **Estate and Legacy Planning:** Coordination with clients' legal and tax advisors to develop wealth transfer and estate preservation strategies.
- **Business Consulting:** Strategic advisory for business owners and founders, including organizational design, human capital strategy, change management, and exit planning.
- **Fractional CFO and Business Advisory Services:** Outsourced chief financial officer services for small to mid-size businesses, including financial reporting and monthly close oversight, cash flow management, profitability analysis, budgeting and forecasting, M&A advisory, capital raising support, and operational finance strategy. These services are offered as a separate engagement from investment advisory services and are billed on a retainer or project basis. See Item 5 for fee details.

Client-Tailored Services

Good Deals Advisors tailors its advisory services to the individual needs of each client. Prior to providing investment advisory services, the Firm conducts a thorough discovery process to understand each client's financial situation, investment experience, risk tolerance, time horizon, liquidity needs, and overall financial goals. Based on this assessment, we develop a personalized investment strategy. Clients may impose reasonable restrictions on investing in certain securities or types of securities by providing written instructions to the Firm.

Wrap Fee Programs

Good Deals Advisors does not offer or participate in wrap fee programs.

Assets Under Management

Good Deals Advisors is a newly formed investment adviser and does not currently manage any client assets. This section will be updated in future filings as the Firm establishes its client base.

Item 5: Fees and Compensation

Investment Advisory Fees

Good Deals Advisors charges an annual advisory fee of up to 1.5% of assets under management. The specific fee for each client is agreed upon at the time of engagement and may be lower depending on the size, complexity, and scope of the client relationship. Fees are negotiable and are outlined in each client's investment advisory agreement.

Fees are calculated as a percentage of assets under management and are typically billed quarterly in advance based on the market value of the account on the last business day of the previous quarter. For new accounts opened during a quarter, fees are prorated for the remaining portion of the quarter. Clients may terminate the advisory agreement at any time and will receive a prorated refund of any prepaid fees for the remaining billing period.

Financial Planning Fees

For standalone financial planning engagements not associated with ongoing investment management, Good Deals Advisors may charge a fixed fee of \$1,000 or more depending on the complexity and scope of the engagement. The fee is agreed upon in advance and outlined in the client advisory agreement. A portion may be due at the time of engagement, with the balance due upon delivery of the financial plan.

Fractional CFO and Business Advisory Fees

For fractional CFO and business advisory engagements, Good Deals Advisors charges fees on an hourly, monthly retainer, or project basis depending on the nature of the engagement. Rates and fees are determined based on the scope, complexity, and frequency of services and are agreed upon in advance. These fees are separate from and in addition to any investment advisory fees. CFO and business advisory clients are not required to also engage the Firm for investment advisory services, and vice versa.

Other Fees and Expenses

In addition to our advisory fees, clients may incur other charges including custodial fees, transaction costs, wire transfer fees, and fees charged by mutual funds and exchange-traded funds (e.g., management fees and other fund expenses). If client accounts are subscribed to model portfolios through Altruist LLC's Model Marketplace or utilize Altruist LLC's tax management tools, additional fees ranging between 0.00% and 1.00% may apply and will be automatically deducted from the Firm's house account or passed through to client accounts at the Firm's instruction. The current Altruist LLC Fee Schedule is available at altruist.com/legal. All fees are separate from and in addition to our advisory fees. Clients are encouraged to review all fees to fully understand the total cost of investment advisory services.

Insurance Commissions

Andrew Escher is a licensed insurance agent in the State of Texas and may recommend insurance products (life insurance, disability income, long-term care, and annuities) through affiliated insurance brokerage relationships. When insurance products are recommended and placed, the Firm or its principal may receive commission-based compensation from the insurance carrier. This creates a potential conflict of interest, as the recommendation of insurance products could be influenced by the compensation received. Clients are under no obligation to purchase any insurance products through the Firm or its principal. The Firm will always disclose any insurance-related compensation to clients and is committed to making recommendations in the best interest of the client. When providing investment advisory services, the Firm acts as a fiduciary under the Investment Advisers Act of 1940. When recommending insurance products in the capacity of a licensed insurance agent, the Firm is not acting in a fiduciary capacity under the Investment Advisers Act.

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

Good Deals Advisors does not charge performance-based fees (i.e., fees based on a share of capital gains or capital appreciation of client assets). The Firm does not engage in side-by-side management of performance-fee and non-performance-fee accounts.

Item 7: Types of Clients

Good Deals Advisors provides investment advisory services to the following types of clients:

- Business owners and entrepreneurs
- Individuals and families
- Individuals navigating complex financial situations (exits, transitions, estate planning)
- Trusts, estates, and charitable organizations
- Small business retirement plans (e.g., SEP-IRA, SIMPLE IRA, Solo 401(k))

Good Deals Advisors does not impose a minimum account size for investment advisory services.

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

Methods of Analysis

Good Deals Advisors employs a disciplined, research-driven approach to investment analysis, including:

- **Fundamental Analysis:** Evaluation of securities based on financial statements, management quality, competitive position, industry dynamics, and intrinsic value relative to market price.
- **Quantitative Analysis:** Use of financial models including discounted cash flow analysis, terminal multiple valuations, and capital budgeting frameworks to assess investment opportunities.
- **Asset Allocation Analysis:** Strategic and tactical asset allocation informed by macroeconomic conditions, capital market assumptions, and client-specific risk/return objectives.
- **Technical Analysis:** Supplemental review of price trends, momentum, and market sentiment to inform timing and risk management decisions.

Investment Strategies

The Firm primarily utilizes the following investment strategies, tailored to each client's objectives:

- Long-term buy-and-hold strategies emphasizing diversified portfolios of low-cost exchange-traded funds (ETFs) and index funds.
- Diversified multi-asset portfolios across equity, fixed income, real assets, and alternative investments as appropriate for the client's risk profile.

- Tax-efficient investing strategies including asset location optimization, tax-loss harvesting, and strategic rebalancing.
- Income-oriented strategies for clients in or approaching retirement, emphasizing cash flow stability and capital preservation.

Risk of Loss

Investing in securities involves a risk of loss that clients should be prepared to bear. Past performance is not indicative of future results. While Good Deals Advisors seeks to manage risk through diversification, asset allocation, and ongoing monitoring, there can be no guarantee that any investment strategy will achieve its objectives or that a portfolio will not experience losses. Specific risks include but are not limited to: market risk, interest rate risk, inflation risk, credit risk, liquidity risk, concentration risk, currency risk (for international investments), and risks specific to particular asset classes or investment vehicles. Clients should invest only funds they can afford to place at risk.

Item 9: Disciplinary Information

Good Deals Advisors and its management persons have no disciplinary events to report. There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of our advisory business or the integrity of our management.

Item 10: Other Financial Industry Activities and Affiliations

Andrew Escher, the Firm's Managing Member, is a licensed insurance agent in the State of Texas. In this capacity, he may recommend and facilitate the placement of insurance products (including life insurance, disability income insurance, long-term care insurance, and annuities) through insurance brokerage general agencies, including BackNine Insurance and Financial Services, Inc. and ASH Brokerage. Commissions earned from insurance product sales create a potential conflict of interest, which is disclosed to clients. See Item 5 for additional details.

Good Deals Advisors utilizes the custodial platform of Altruist Financial LLC ("Altruist"), an SEC-registered broker-dealer and member of FINRA and SIPC (SEC registration number: 870244). The Firm participates in Altruist LLC's Model Marketplace and may utilize Altruist LLC's tax management tools. Altruist LLC is an SEC-registered investment adviser and affiliate of Altruist Financial LLC. Altruist LLC and its affiliates do not act as investment advisers or fiduciaries to Good Deals Advisors' clients. The Firm is solely responsible for the suitability of all investment decisions and transactions. See Item 12 for additional details regarding the Firm's relationship with Altruist.

The Firm is not registered as a broker-dealer, futures commission merchant, commodity pool operator, or commodity trading advisor, and has no applications pending for any such registration.

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

Code of Ethics

Good Deals Advisors has adopted a Code of Ethics that sets forth standards of conduct expected of all supervised persons and addresses conflicts of interest. The Code of Ethics is designed to ensure that the Firm and its personnel act in the best interest of clients at all times and comply with applicable securities laws. Key provisions include:

- A fiduciary duty to place client interests ahead of the Firm's interests.
- Requirements for personal securities transaction reporting and pre-clearance of certain trades.
- Restrictions on insider trading and the misuse of material, non-public information.
- Requirements to maintain the confidentiality of client information.
- Provisions for the reporting of Code of Ethics violations.

As a CFA Charterholder, Andrew Escher is also bound by the CFA Institute Code of Ethics and Standards of Professional Conduct, which impose additional ethical obligations including duties of loyalty, prudence, and care to clients, as well as requirements for independence and objectivity. A copy of the Firm's Code of Ethics is available upon request.

Personal Trading

The Firm and its associated persons may buy or sell securities identical to those recommended to clients. This creates a potential conflict of interest. To mitigate this conflict, the Firm's Code of Ethics requires that client transactions take priority over personal transactions, and personal trades are subject to monitoring and reporting requirements.

Item 12: Brokerage Practices

Custodial Arrangements

Good Deals Advisors offers investment advisory services through the custodial platform offered by Altruist Financial LLC ("Altruist"), an unaffiliated SEC-registered broker-dealer and member

of FINRA and SIPC (SEC registration number: 870244, address: 3030 S. La Cienega Blvd, Culver City, CA 90232). Custody, clearing, and execution services are provided by Altruist Financial LLC as a self-clearing broker-dealer. The Firm's clients establish brokerage accounts through Altruist.

Good Deals Advisors maintains an institutional relationship with Altruist whereby Altruist provides certain benefits to the Firm, including a fully digital account opening process, a variety of available investments, and integration with software tools that can benefit the Firm and its clients. Good Deals Advisors is not affiliated with Altruist. Altruist does not supervise Good Deals Advisors, its agents, activities, or its regulatory compliance.

The Firm recommends Altruist based on the quality of its execution services, trading platform, reporting capabilities, client experience, and overall value. Altruist does not charge trading commissions on most transactions, which reduces overall costs to clients. The Firm evaluates its custodial recommendation periodically to ensure it continues to serve the best interests of clients.

Model Marketplace and Tax Management Tools

Good Deals Advisors may participate in the Model Marketplace and may use tax management tools of Altruist LLC, an SEC-registered investment adviser and affiliate of Altruist Financial LLC. Through the Model Marketplace, the Firm has access to model portfolios including Altruist LLC-generated portfolios and Third-Party Portfolios, to assist in managing or advising client accounts. The Firm also has the ability to create custom model portfolios and has access to tax management tools for use with Altruist LLC-generated portfolios, Third-Party Portfolios, and custom model portfolios.

Altruist LLC's Model Marketplace fees and tax management tool fees — each of which range between 0.00% and 1.00% and are listed in the Altruist LLC Fee Schedule available at altruist.com/legal — are automatically deducted from the Firm's house account or passed through to and debited from clients' accounts, according to the instruction of Good Deals Advisors. Altruist LLC and its affiliates do not act as investment advisers or fiduciaries to the Firm's clients. Good Deals Advisors is responsible for the suitability of all investment decisions and transactions for client accounts subscribed to model portfolios through the Model Marketplace.

Altruist One Program

Good Deals Advisors may subscribe select client accounts to participate in the Altruist One Program ("Altruist One") offered by Altruist Corp, the parent company of Altruist Financial LLC, an SEC-registered broker-dealer and member of FINRA and SIPC, and Altruist LLC, an SEC-registered investment adviser (collectively, "Altruist"). Under this program, the Firm may enroll client account(s) into a bundled subscription offering that provides certain benefits in exchange for a monthly fee. The monthly fee can be either absorbed by Good Deals Advisors or

passed to the Firm's client(s) subscribed to Altruist One. The cost and fee calculation methodology are detailed in the Altruist One Terms of Use, available at altruist.com/legal.

Benefits provided under this program may include:

- Higher interest rates on cash balances.
- Waived or discounted transaction fees for mutual funds, fixed income, and other securities.
- Waived or discounted fees for automated tax management tools.
- Waived or discounted fees to access model portfolios.

Only clients enrolled in Altruist One will have access to these benefits. Altruist One may not be suitable for all clients of Good Deals Advisors. For more information, please contact the Firm.

Directed Brokerage

Clients may request that the Firm use a specific broker-dealer to execute transactions. In such cases, the client should understand that the Firm may not be able to negotiate commissions or obtain volume discounts, and that best execution may not be achieved.

Item 13: Review of Accounts

Client accounts are reviewed on an ongoing basis by Andrew Escher, CFA, Managing Member. Reviews include an assessment of asset allocation, investment performance, adherence to the client's investment policy, and any changes in the client's financial situation or objectives. Formal reviews are conducted at least quarterly, with additional reviews triggered by significant market events, changes in a client's financial circumstances, or at the client's request.

Clients receive custodial statements from Altruist on at least a yearly basis. These statements reflect all account holdings, transactions, and fees. The Firm may also provide supplemental performance reports on a quarterly basis. Clients are encouraged to compare the Firm's reports with their custodial statements.

Item 14: Client Referrals and Other Compensation

Good Deals Advisors does not currently compensate any person or entity for client referrals. If the Firm enters into referral arrangements in the future, they will comply with applicable regulations and be disclosed to affected clients at the time of referral.

As noted in Items 5 and 10, the Firm's principal may receive insurance commissions when insurance products are recommended and placed. The Firm does not receive any other economic benefits from non-clients in connection with the provision of advisory services, except as described in Item 12 regarding the Firm's institutional relationship with Altruist.

Item 15: Custody

Good Deals Advisors does not maintain physical custody of client funds or securities. Client assets are held at Altruist Financial LLC, an SEC-registered broker-dealer and member of FINRA and SIPC. Clients receive account statements directly from Altruist on at least a quarterly basis. Clients should carefully review these statements and compare them to any reports provided by the Firm. If there are discrepancies between custodial statements and the Firm's reports, the custodial statement should be considered the official record.

The Firm may be deemed to have custody if it has the authority to deduct advisory fees directly from client accounts. In such cases, the Firm will comply with all applicable custody rules, including ensuring that clients receive statements from the qualified custodian and that an annual surprise examination is conducted if required.

Item 16: Investment Discretion

Good Deals Advisors may accept discretionary authority to manage client accounts. Discretionary authority allows the Firm to determine, without obtaining specific client consent, the securities to be bought or sold and the amount of securities to be bought or sold. Discretionary authority is granted by the client through the execution of an investment advisory agreement and related custodial documentation. Clients may impose reasonable restrictions on the Firm's discretionary authority (e.g., prohibiting the purchase of specific securities or sectors) by providing written instructions.

Item 17: Voting Client Securities

Good Deals Advisors does not vote proxies on behalf of clients. Clients receive proxy materials directly from their custodian or the issuer of securities held in their accounts. Clients retain the right and responsibility to vote all proxies for securities held in their accounts. The Firm may provide general guidance regarding proxy voting upon request, but the final voting decision rests with the client.

Item 18: Financial Information

Good Deals Advisors does not require or solicit prepayment of more than \$1,200 in fees per client six months or more in advance. The Firm has no financial condition that is reasonably likely to impair its ability to meet contractual commitments to clients. Good Deals Advisors has not been the subject of a bankruptcy petition.

Form ADV Part 2B: Brochure Supplement

Andrew M. Escher, CFA

Managing Member & Chief Compliance Officer

Good Deals Advisors, LLC
5900 Balcones Dr, Suite 100
Austin, TX 78731
(816) 607-1217
andrew@gooddeals.work

Supplement Date: March 24, 2026

This brochure supplement provides information about Andrew M. Escher that supplements the Good Deals Advisors, LLC brochure. You should have received a copy of that brochure. Please contact (816) 607-1217 or andrew@gooddeals.work if you did not receive a brochure or if you have any questions about the contents of this supplement.

Educational Background and Business Experience

Andrew M. Escher, CFA (born 1991)

Education: Southern Methodist University — BBA in Finance, BS in Economics

Professional Designations:

- CFA Charterholder, CFA Institute (active, good standing)
- Texas Life and Health Insurance License

Business Experience (past 10 years):

- **Good Deals Advisors, LLC** — Managing Member (2026–Present)
- **The Ronin Society / Symphony Financial Group** — Fractional CFO, Partner (2019–2025). Managed a \$300M+ client portfolio across engineering, SaaS, retail, and international trade. Led financial forecasting and M&A advisory including a 9-figure exit.
- **Concierge Auctions / Sotheby's** — Luxury Sales Consultant (2018–2019). Closed \$50M+ in luxury real estate transactions with UHNW individuals.
- **Sellerant & MediaTech Ventures** — Sales Founder/Partner (2017–2023). Go-to-market strategy and executive event production.
- **Cerner Corporation (now Oracle Health)** — Consultant, Learning Development (2014–2015). Global healthcare systems implementation for DoD.

Disciplinary Information

Andrew Escher has no disciplinary events to report.

Other Business Activities

Andrew Escher is a licensed insurance agent in Texas and may receive commissions from the placement of insurance products. This activity and related conflicts of interest are described in Items 5 and 10 of the Firm's Form ADV Part 2A.

Andrew also provides fractional CFO and business advisory services through the Firm to small and mid-size businesses. These services include financial reporting oversight, cash flow management, profitability analysis, M&A advisory, capital raising support, and operational finance strategy. This work draws on over 10,000 hours of experience managing a \$300M+ revenue portfolio across engineering, SaaS, retail, and international trade. CFO advisory engagements are billed separately from investment advisory services and are described in Item 5 of the Firm's Form ADV Part 2A. While these services are offered through the same entity, they are operationally distinct from the Firm's investment advisory activities.

Andrew also pursues creative projects under the name iAmEscher (music production and performance), which does not create any conflicts of interest with advisory clients.

Additional Compensation

Andrew Escher does not receive any economic benefit from any person or entity other than Good Deals Advisors, LLC in connection with the provision of investment advice to clients, other than insurance commissions as described herein.

Supervision

Andrew Escher is the sole Managing Member and Chief Compliance Officer of Good Deals Advisors, LLC. As the sole advisory representative of the Firm, he is responsible for monitoring his own advisory activities and ensuring compliance with applicable laws and regulations. The Firm maintains written supervisory procedures, a Code of Ethics, and a compliance manual to guide its operations. Andrew Escher can be reached at (816) 607-1217.

Professional Designations

CFA (Chartered Financial Analyst): The CFA designation is issued by CFA Institute to individuals who have passed three sequential examinations, met professional experience requirements (4,000 hours of professional investment experience), and committed to abide by CFA Institute's Code of Ethics and Standards of Professional Conduct. CFA charterholders are required to complete continuing professional development to maintain the designation. The CFA

charter is widely recognized as the gold standard credential in the investment management profession.

ADV Filing Submission Checklist

Remove this section before filing. For internal use only.

Pre-Filing

- Final proofread of Part 2A and Part 2B — check all names, dates, addresses, phone numbers
- Update brochure date to the actual filing date (currently March 24, 2026)
- Confirm fee schedule in this ADV matches your client investment advisory agreement word-for-word (top deficiency Texas SSB flags)
- Confirm Altruist One enrollment status — if not enrolled yet, remove that subsection from Item 12 until you are
- Confirm Model Marketplace participation status — if not using yet, soften language to "may participate" throughout
- Export Part 2A as text-searchable PDF (Word → Save As → PDF). Do NOT flatten, image-scan, or password-protect
- Export Part 2B as a separate text-searchable PDF

IARD Access

- Log into IARD at iard.com (credentials from your FINRA Entitlement Packet)
- If no IARD access yet: request State Registration IARD Entitlement Packet from iard.com → FINRA sends credentials
- Fund IARD flex account — minimum \$110 (\$75 firm fee + \$35 IAR fee) via electronic funds transfer

Filing — Part 1

- Complete Form ADV Part 1 in IARD (electronic check-the-box form) if not already done
- Verify all Part 1 answers are consistent with Part 2A disclosures (fees, affiliations, custody, disciplinary)

Filing — Part 2

- In IARD, navigate to Part 2 Brochure Filing
- Upload Part 2A PDF → confirm it passes IARD Completeness Checks
- Upload Part 2B PDF → confirm it passes IARD Completeness Checks
- Submit filing

Post-Filing

- Verify brochure appears on adviserinfo.sec.gov (next business day)
- Save a copy of the filed PDF to your compliance records
- Deliver brochure to any client at or before the time of engagement
- Set calendar reminder: annual update due within 120 days of fiscal year-end
- Reply to Brendan Woods at Altruist confirming filing is complete