
Asti Financial Management, LLC

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This Brochure provides information about the qualifications and business practices of ASTI FINANCIAL MANAGEMENT, LLC. If you have any questions about the contents of this Brochure, please contact us at info@astifinancial.com. 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.

ASTI FINANCIAL MANAGEMENT, LLC is a registered investment adviser. Registration of an Investment Adviser does not imply any level of skill or training. The oral and written communications of an Adviser provide you with information about which you determine to hire or retain an Adviser.

Additional information about ASTI FINANCIAL MANAGEMENT, LLC also is available on the SEC's website at http://www.adviserinfo.sec.gov/IAPD/IAPDFirmSummary.aspx?ORG_PK=137405

Item 2: Material Changes

Annual Update

The Material Changes section of this brochure will be updated annually when material changes occur since the previous release of the Firm Brochure.

Material Changes since the Last Update

In July, 2010, the United States Securities and Exchange Commission issued “Amendments to Form ADV” which requires advisers to provide their clients with a Firm Brochure in a narrative “plain English” format. The Department of Corporations after discussion with the North America Securities Administrators Association (NASAA) [*an association of all North America state securities administrators*] decided to adopt the new Part 2, effective October 12, 2010 for all State registered investment advisors.

This brochure dated January 1, 2024 is a new document prepared according to the SEC's requirements and rules. As such, this document is materially different in structure and requires certain new information that our previous brochure did not require.

Full Brochure Available

Whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at: 510-525-8557 or by email at: info@astifinancial.com.

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Item 4: Advisory Business

Asti Financial Management, LLC was founded in 2005 and is wholly owned by Julie Scates (Asti), CFP®. The firm is a state registered Investment Advisor with the State of California, Department of Corporations.

Asti Financial Management, LLC provides personal financial planning and investment advice to individuals, families and small businesses. Asti Financial Management, LLC works with clients to define financial objectives and to develop strategies for reaching those objectives, some of which may include: cash flow, budgeting and debt management, risk (insurance) management, educational funding, tax planning/projections, investment planning, insurance planning, retirement planning and estate planning, and/or other issues specific to the client.

Asti Financial Management, LLC offers hourly financial planning advice and comprehensive financial plans.

Asti Financial Management, LLC's provides hourly financial advice based on specific client needs which may include: budgeting and cash flow advice for a changing financial situation (divorce, marriage, new baby, changing jobs, etc.); analysis and advice regarding an investment opportunity; paying for or planning for college; independent investment portfolio review and recommendations; tax planning advice and projections; advice related to employer sponsored retirement plans (401k, 403b and 457); and risk management analysis (e.g. insurance coverage review and recommendations), retirement planning, high level estate planning recommendations and referral to estate planner.

Asti Financial Management, LLC provides comprehensive personal financial plans which, depending on the needs of the client, may include: identification of financial problems, cash flow and budget management, investment planning recommendations, risk management, tax planning, education funding, retirement planning, estate planning, small business planning issues, fringe benefits, special needs planning or other issues specific to the client. A written evaluation of the client's current situation and their goals is provided to project clients. The project client also receives a detailed written plan containing the firm's analysis of each financial area analyzed for the client and clear recommendations and advice.

Asti Financial Management, LLC does not currently provide investment management services, nor does our firm offer or sponsor a wrap fee program. Asti Financial Management, LLC will develop an investment strategy with an appropriate asset allocation based on the client's unique financial plan. Asti Financial Management, LLC will assist in executing the client's customized investment strategy (as directly requested by client) utilizing a variety of investment vehicles which may include the following: cash and equivalents, fixed income, US equities, CDs, high yield money market accounts, no load mutual funds, and Exchange Traded Funds. Asti Financial Management, LLC utilizes both actively managed as well as passively managed investments depending on the client's specific needs. **As of December 31, 2023, Asti Financial Management, LLC manages \$0 of client assets on a discretionary basis.**

All material conflicts of interest under CCR Section 260.238 (k) are disclosed below regarding our firm, our representatives or our employees, which could be reasonably expected to impair the rendering of unbiased and objective advice. To comply with CCR Section 260.238(j), we disclose that lower fees for comparable services may be available from other sources.

Item 5: Fees and Compensation

Asti Financial Management, LLC does not provide investment management on client accounts. Asti Financial Management, LLC currently does not provide investment management services to any clients.

Fees for comprehensive financial plans, which range from \$3,000 to \$15,000, depend on the complexity of a client's financial situation. Upon an initial consultation with a new Client, the Advisor will provide Client with an estimate of project fees at the hourly rate of \$300/hr. The Advisor requires an initial deposit of half (1/2) the estimated project fee, due upon accepting the agreement. The remainder of the fee is due upon conclusion of the project.

The Advisor charges hourly financial planning fees for hourly (only) planning engagements (new hourly-only clients) or ongoing financial planning advice (existing clients) at \$400 per hour. These hourly fees for Clients are billed in fifteen (15) minute increments. Payment for these hourly-only services are due at the end of the engagement/meeting.

Asti Financial Management, LLC may select and monitor other money managers (registered in California) on a Client's behalf if specifically requested by the client. When the Advisor does so, the money managers may pay Asti Financial Management, LLC a portion of the fees generated by the referred clients- clients do not directly pay for this service. Asti Financial Management, LLC currently does not provide advisor selection services to any clients.

CCR Section 260.235.2 requires that we disclose to our financial planning clients that a conflict of interest exists between us and our clients. The client is under no obligation to act upon the investment adviser's recommendation. If the client elects to act on our recommendations, the client is under no obligation to affect the transaction through our firm.

The specific manner in which fees are charged by Asti Financial Management, LLC is established in a client's written agreement with Asti Financial Management, LLC. Asti Financial Management, LLC will generally bill its fees at the initiation and end of a client engagement.

Upon termination of any account, any prepaid, unearned fees will be promptly refunded, based on work completed to date and any earned, unpaid fees will be due and payable.

Either party may terminate an initial engagement upon written notice within 5 days of signing the Contract, at which time no fees would be due. Should the Client terminate the engagement after this date, the work done by the Advisor will be prorated and the balance refunded to the Client. If a Client terminates the investment advisory agreement during the engagement, the Client will be charged a pro-rata portion of the advisory fee for the time spent on behalf of the client up to the date of termination.

Our firm and representatives do not sell securities for a commission in investment accounts.

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

Asti Financial Management, LLC does not charge any performance-based fees [fees based on a share of capital gains or capital appreciation of the assets of a client].

Item 7: Types of Clients

Asti Financial Management, LLC generally provides financial planning and investment management advice to individuals, high net worth individuals, and businesses. Client relationships vary in scope and length of service. Asti Financial Management, LLC does not impose a minimum dollar value of assets or other condition for opening or maintaining an account.

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

Security analysis methods and Asti Financial Management, LLC include fundamental analysis. The main sources of information include: financial newspapers/websites/magazines, research materials prepared by others, corporate rating services, annual reports, prospectuses, filings with the SEC, and company press releases. Investment strategies used to implement any investment advice given to clients may include long and short-term purchases. Investing in securities involves risk of loss that clients should be prepared to bear.

Item 9: Disciplinary Information

The firm and its employees have never been involved in any legal or disciplinary events related to past or present activities.

Item 10: Other Financial Industry Activities and Affiliations

Julie Scates (Asti) is engaged in professions other than providing financial planning and investment advice. She sells insurance products for sales commissions. She is a licensed Health and Life Insurance with the State of California (Lic OE67228).

Julie Scates (Asti) is licensed to sell, for sales commissions, insurance products through various life and health insurance companies. NOTE: Clients should be aware that a conflict exists between the interests of the applicant and the interests of the client; and the client is under no obligation to act upon the recommendations of the applicant; and if the client elects to act upon any of the recommendations, the client is under no obligation to affect the insurance transactions through the applicant.

Item 11: Code of Ethics

On occasion, Ms. Scates (Asti) may buy or sell securities that she recommends to clients. There is no conflict of interest as the securities are widely held and publicly traded and she is too small an investor/advisor to affect the market, and she places client interests before her own interests.

Item 12: Brokerage Practices

Asti Financial Management, LLC does not manage client accounts on a discretionary basis. Clients wishing to implement Asti Financial Management, LLC's advice are free to select any broker they wish, and are so informed. Those wishing for the Advisor to recommend a broker will get a recommendation based on the broker's costs, skills, reputation, dependability and compatibility with the client.

NOTE: Clients may be able to obtain lower commissions and fees from other brokers. Asti Financial Management does factor in costs/fees as well as the overall breadth and value of products, research and services given to the applicant in recommending the selection of broker/dealers or the reasonableness of their commissions.

Item 13: Review of Accounts

Individual client investment portfolios are reviewed purely at the client's request. The Advisor will contact active clients every six months to initiate a review. It is up to the client's discretion to initiate an investment review. For financial planning accounts, financial check-ups and portfolio reviews are recommended from a quarterly to annual basis, depending on the complexity of the Client's situation. Although the Advisor will be in contact with Clients to check in and attempt to set up ongoing appointments, it is the Client's responsibility to initiate these periodic reviews. Accounts at other money managers are reviewed only when Asti Financial Management receives client statements.

Clients will receive account statements directly from mutual fund companies and/or brokerage companies in which they hold investments. These statements are typically provided on a monthly or monthly basis and as transactions occur. Asti Financial Management, LLC does not prepare any regular investment reporting.

Item 14: Client Referrals and Other Compensation

Asti Financial Management, LLC has been fortunate to receive many client referrals over the years. Asti Financial Management, LLC does not pay for referrals, nor does the firm accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them.

Item 15: Custody

Asti Financial Management, LLC does not currently provide investment management services, nor does our firm have custody of client funds or assets.

Item 16: Investment Discretion

Asti Financial Management, LLC does not currently provide investment management services.

Item 17: Voting Client Securities

As a matter of firm policy and practice, Asti Financial Management, LLC does not have any authority to and does not vote proxies on behalf of advisory clients. Clients retain the responsibility for receiving and voting proxies for any and all securities maintained in client portfolios. Asti Financial Management, LLC may provide advice to clients regarding the clients' voting of proxies.

Item 18: Financial Information

Registered investment advisers are required in this Item to provide you with certain financial information or disclosures about Asti Financial Management, LLC 's financial condition. Asti Financial Management, LLC has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients. A balance sheet does not need to be provided because about Asti Financial Management, LLC does not serve as a custodian for client funds or securities, other than described above, and does not require prepayment of fees of more than \$500 per client, six months or more in advance.

Item 19: Requirements for State-Registered Advisers

Julie Scates (Asti), CFP®

Year of Birth: 1968

Educational History:

San Francisco State University, B.S. – Business Administration (Banking, Finance, Real Estate) – 1991
University of California, Berkeley – Certificate in Financial Planning - 2005

Business Background:

10/2005 – Present Asti Financial Management; President
02/2005 – 10/2005 Pharaoh Financial; Para-Planner
01/2001 – 12/2005 Van Wagoner Capital Management; Director
01/1997 – 01/2001 mPower.com, Inc. Vice President
01/1995 – 01/1997 BZW Barclays Global Inv; Portfolio Manager
11/1993 – 01/1995 Continental Capital Financial Group; Regional Director
01/1991 – 11/1993 FSC Securities, Sales Associate
01/1989 – 01/1991 MetLife Securities, Sales Associate

Exams, Licenses & Other Professional Designations

2006: CERTIFIED FINANCIAL PLANNER, CFP®
2004: Health & Life Insurance Licensed (Lic OE67228)
2005: Series 65 Exam

Please see Item 10 of this Firm Brochure for any other business in which our firm is actively engaged. Our firm does not charge performance based. Our firm and management persons have not been involved in any arbitration awards, found liable in any civil, self-regulatory organization or administrative proceedings or have any relationships with issuers or securities apart from what is disclosed above.

Our firm does not have compensation arrangements connected with advisory services which are in addition to our advisory fees. Our management persons and representatives do not have a relationship or arrangement with any issuer of securities. As a fiduciary, our firm always put our Client's interest above our own. Information regarding participation of interest in client transactions can be found in our Code of Ethics as well as Item 11 of this Brochure. Clients may obtain a copy of our Code of Ethics by contacting our firm.