## Item 1: Cover Page

#### Mellen Money Management, LLC

#### Form ADV Part 2A - Firm Brochure

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Dated May 27, 2019

www.mellenmoney.com

This Brochure provides information about the qualifications and business practices of Mellen Money Management, LLC, "MMM". If you have any questions about the contents of this Brochure, please contact us at (904) 580-4698. 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.

Mellen Money Management, LLC is registered as an Investment Adviser with the States of Ohio and Florida. Registration of an Investment Adviser does not imply any level of skill or training.

Additional information about MMM is available on the SEC's website at <a href="www.adviserinfo.sec.gov">www.adviserinfo.sec.gov</a> which can be found using the firm's identification number 285818.

## Item 2: Material Changes

The following changes have been implemented to this Disclosure Brochure as of 5/18/2019:

- Item 4 Discretionary assets under management
  - o Discretionary assets under management as of 5/18/2019 is \$8,359,258.
- Item 5 Fees & Compensation
  - Combined Investment Advisory Services with Comprehensive Financial Planning Services in order to simplify the fee structure for new clients. There remains a minimum base fee of \$175/month, however, fees will go up and down based upon the assets under management with Mellen Money Management. It used to be tied to net worth.
  - The ongoing monthly fee for Investment Advisory & Comprehensive Planning Services is as follows:

Client's Net Worth	Fee Calculation
\$0 - \$210,000	\$175/month
\$210,001 - \$1,000,000	1% of assets under managment
\$1,000,001 and Above	0.75% of assets under management

Summary of Material Changes shall be provided to each Client annually and if a material change occurs in the business practices of MMM.

At any time, you may view the current Disclosure Brochure on-line at the SEC's Investment Adviser Public Disclosure website at http://www.adviserinfo.sec.gov by searching for our firm name or by our CRD number 285818.

You may also request a copy of this Disclosure Brochure at any time, by contacting us at (904) 580-4698.

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## Item 4: Advisory Business

#### **Description of Advisory Firm**

Mellen Money Management, LLC is registered as an Investment Adviser with the States of Florida, Ohio, and Texas. We were founded in September of 2016. Scott Snider is the principal owner of MMM. MMM currently reports \$8,359,258 in Discretionary Assets Under Management as of May 2019.

#### **Types of Advisory Services**

#### Investment Management (MMM Manages Accounts) & Comprehensive Financial Planning Services

#### **Investment Services**

We are in the business of managing individually tailored investment portfolios. Our firm provides continuous advice to a client regarding the investment of client funds based on the individual needs of the client. Through personal discussions in which goals and objectives based on a client's particular circumstances are established, we develop a client's personal investment policy or an investment plan with an asset allocation target and create and manage a portfolio based on that policy and allocation target. During our data-gathering process, we determine the client's individual objectives, time horizons, risk tolerance, and liquidity needs. We may also review and discuss a client's prior investment history, as well as family composition and background.

Account supervision is guided by the stated objectives of the client (i.e., maximum capital appreciation, growth, income, or growth and income), as well as tax considerations. Clients may impose reasonable restrictions on investing in certain securities, types of securities, or industry sectors. Fees pertaining to this service are outlined in Item 5 of this brochure.

#### Comprehensive Financial Planning Serivces

This service involves working one-on-one with a planner over an extended period of time. By paying a monthly retainer, clients get continuous access to a planner who will work with them to design their plan. The planner will monitor the plan, recommend any changes and ensure the plan is up to date.

Upon desiring a comprehensive plan, a client will be taken through establishing their goals and values around money. They will be required to provide information to help complete the following areas of analysis: net worth, cash flow, insurance, credit scores/reports, employee benefit, retirement planning, insurance, investments, college planning and estate planning. Once the client's information is reviewed, their plan will be built and analyzed, and then the findings, analysis and potential changes to their current situation will be reviewed with the client. Clients subscribing to this service will receive a

written or an electronic report, providing the client with a detailed financial plan designed to achieve his or her stated financial goals and objectives. If a follow up meeting is required, we will meet at the client's convenience. The plan and the client's financial situation and goals will be monitored throughout the year and follow-up phone calls and emails will be made to the client to confirm that any agreed upon action steps have been carried out. On an annual basis there will be a full review of this plan to ensure its accuracy and ongoing appropriateness. Any needed updates will be implemented at that time.

In general, the comprehensive financial plan will address any or all of the following areas of concern. The client and advisor will work together to select the 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, are considering starting a business, or are planning for an exit from their current business. Under this type of engagement, we work with you to assess your current situation, identify your objectives, and develop a plan aimed at achieving your goals.
- Cash Flow and Debt Management: We will conduct a review of your income and expenses to determine your current surplus or deficit along with advice on prioritizing how any surplus should be used or how to reduce expenses if they exceed your income. Advice may also be provided on which debts to pay off first based on factors such as the interest rate of the debt and any income tax ramifications. We may also recommend what we believe to be an appropriate cash reserve that should be considered for emergencies and other financial goals, along with a review of accounts (such as money market funds) for such reserves, plus strategies to save desired amounts.
- **Employee Benefits Optimization**: We will provide review and analysis as to whether you, as an employee, are taking the maximum advantage possible of your employee benefits. If you are a business owner, we will consider and/or recommend the various benefit programs that can be structured to meet both business and personal retirement goals.
- Estate Planning: This usually includes an analysis of your exposure to estate taxes and your
  current estate plan, which may include whether you have a will, powers of attorney, trusts and
  other related documents. Our advice also typically includes ways for you to minimize or avoid
  future estate taxes by implementing appropriate estate planning strategies such as the use of
  applicable trusts.

We always recommend that you consult with a qualified attorney when you initiate, update, or

complete estate planning activities. We may provide you with contact information for attorneys who specialize in estate planning when you wish to hire an attorney for such purposes. 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 identify what you plan to accomplish, what resources you will need to make it happen, how much time you will need to reach the goal, and how much you should budget for your goal.
- **Insurance**: Review of existing policies to ensure proper coverage for life, health, disability, long-term care, liability, home and automobile.
- Investment Analysis: This may involve developing an asset allocation strategy to meet clients' financial goals and risk tolerance, providing information on investment vehicles and strategies, reviewing employee stock options, , as well as assisting you in establishing your own investment account at a selected broker/dealer or custodian. The strategies and types of investments we may recommend are further discussed in Item 8 of this brochure.
- Retirement Planning: Our retirement planning services typically include projections of your
  likelihood of achieving your financial goals, typically 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 (i.e., working longer, saving more, spending less, taking more risk with
  investments).

If you are near retirement or already retired, advice may be given on appropriate distribution strategies to minimize the likelihood of running out of money or having to adversely alter spending during your retirement years. Included in this service is social security optimization strategies.

College Savings: Includes projecting the amount that will be needed to achieve college or other
post-secondary education funding goals, along with advice on ways for you to save the desired
amount. Recommendations as to savings strategies are included, and, if needed, we will review
your financial picture as it relates to eligibility for financial aid or the best way to contribute to
grandchildren (if appropriate).

- Risk Management: A risk management review includes an analysis of your exposure to major
  risks that could have a significant adverse impact on your financial picture, such as premature
  death, disability, property and casualty losses, or the need for long-term care planning. Advice
  may be provided on ways to minimize such risks and about weighing the costs of purchasing
  insurance versus the benefits of doing so and, likewise, the potential cost of not purchasing
  insurance ("self-insuring").
- Tax Planning Strategies: Advice may include ways to minimize current and future income taxes as a part of your overall financial planning picture. For example, we may make recommendations on which type of account(s) or specific investments should be owned based in part on their "tax efficiency," with 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 with a qualified tax professional before initiating any tax planning strategy, and we may provide you with contact information for accountants or attorneys who specialize in this area if you wish to hire someone for such purposes. We will participate in meetings or phone calls between you and your tax professional with your approval.

#### **Hourly Financial Consultation Service**

This service is offered for specific financial planning issues that do not require regular ongoing assistance. Topics that we may address include, but are not limited to are: budgeting, investment portfolio construction, debt reduction, risk management, retirement income planning, annuity and pension review, college planning, social security optimization, or other important financial decisions.

#### **Student Loan Planning**

This service involves reviewing and inventorying the loans, analyzing the payment structure, determining the most appropriate repayment plan, and providing an analysis detailing the findings. Within the written analysis it will outline the total projected savings (if any) and the monthly cash flow savings (if any). In addition there will be a full comparison of all repayment options that are weighed against refinancing with a private lender. Also included for married couples is a tax breakdown of comparing married filing separately to married filing to jointly.

Student debt planning services include the following:

• On-call support to Client with any student debt repayment question or planning matter.

- Assist Client in filling out student loan related forms, as well as helping manage the processing of those forms.
- Forms that are included within the general scope of this agreement, but not limited to the agreement:
  - Federal direct loan consolidation
  - Private loan refinancing
  - Application for income-driven repayment
  - Certification of income (at least annually) in order to qualify for an income-driven repayment plan
  - Verification of Public Service Loan Forgiveness (PSLF) credits
- Frequent contact with Client to ensure student debt payments are minimized and balanced against Client's financial priorities.
- Review trade-offs between monthly cash flow and expense needs versus interest savings.
- Consider tax implications for married couples married filing separately compared to married filing jointly.
- Revise Client's student debt repayment strategy when necessary
- Needs have changed due to altered life circumstance
- Better solutions are made available
- Legislative changes impact the plan

#### **Client Tailored Services and Client Imposed Restrictions**

We offer the same suite of services to all of our clients. However, specific client financial plans and their implementation will depend upon the client's unique needs. For more complex planning an Investment Policy Statement (IPS) may be necessary. The IPS outlines each client's current situation (income, tax levels, and risk tolerance levels) and is used to construct a client specific plan to aid in the selection of a portfolio that matches restrictions, needs, and targets.

#### **Wrap Fee Programs**

We do not participate in wrap fee programs.

## Item 5: Fees and Compensation

Please note, unless a client has received the firm's disclosure brochure at least 48 hours prior to signing the investment advisory contract, the investment advisory contract may be terminated by the client within five (5) business days of signing the contract without incurring any advisory fees. How we are paid depends on the type of advisory service we are performing. Please review the fee and compensation information below.

#### **Investment Management & Comprehensive Financial Planning Services**

Investment Management & Comprehensive Financial Planning consists of an upfront onboarding charge that ranges between \$500 and \$1,500. The initial setup fee is negotiable depending on the complexity and needs of the client.

In addition to the upfront amount, our standard advisory fee is based on the market value of the assets under management and starts with a minimum base fee of \$175 per month. Our fee is calculated as follows:

Account Value	Annual Advisory Fee
\$0 -\$210,000	\$175/month
\$210,001 -\$1,000,000	1% of assets under management
\$1,000,001 and Above	0.75% of assets under management

The annual fees are negotiable, are pro-rated and paid in arrears. Fees paid from investments are billed quarterly, whereas fees paid out-of-pocket are typically billed monthly when they are 100% paid out-of-pocket. If the billing is a combination of investments and out-of-pocket, then the billing cycle will be quarterly. In such instances, there may be adjustments to the out-of-pocket fees due to market value fluctuations of the investments. This is to ensure clients paying the minimum fee of \$175/mo (\$525/quarter) are applied without the client being over or under charged.

The investment advisory and comprehensive financial planning fee is a flat fee and is calculated by assessing the corresponding percentage rate and using the predefined level of assets as shown in the above chart. It is a tiered pricing structure with a minimum of \$175/month that applies until an asset level of \$210,001 is reached. For example, a \$100,000 account pays \$2,100/year (\$175 x 12), a \$300,000 account pays \$3,000/year (\$300,000 x 1%), and a \$1,100,000 account pays \$10,750/year ([\$1,000,000 x 1%] + [\$100,000 x 0.75%]). No increase in the annual fee shall be effective without agreement from the client by signing a new agreement or amendment to their current advisory agreement.

Advisory fees are directly debited from client accounts up to the 1% level (0.75% for \$1M+). Anytime a client cannont cover the minimum \$175/mo from their investments, the difference not covered by the 1% fee is paid out-of-pocket by the client. This out-of-pocket amount can be completed via check, electronic funds transfer (ACH or bill pay), or credit/debit card.

The investment advisory and comprehensive planning service may be terminated with 30 days' notice. With instances when the entire fee is paid from investments, since fees are paid in arrears, no rebate will be needed upon termination of the account. When clients pay their fee out-of pocket, there may be a rebate to ensure a pro-rated amount is appropriately applied.

#### **Hourly Financial Consulting Service**

For on-demand consulting, we charge an hourly rate of \$250. If the consulting engagement evolves into the client electing to take advantage of our comprehensive planning services, that client may receive an offsetting credit to be used towards their onboarding fee that is normally charged upfront.

#### **Student Loan Planning**

Student Loan Planning is a \$495 project fee for individuals and \$695 for married couples. The project fee is negotiable based upon the complexity and needs of the client. The fee is due no later than upon the completion of the work. MMM will not bill an amount above \$500.00 more than 6 months in advance. For clients that prefer an ongoing payment plan instead, a 1-year contract applies for the Student Loan Planning work completed. For individuals the contract is \$50 per month for 12-months, and for married couples the contract is \$70 per month for 12 months -- both paid in arrears by electronic transfer or check. An account may be terminated by written notice within at least 30 calendar days'. Upon termination, any unearned portion of the upfront fee will be prorated and returned to the client. The fee will be prorated based on the number of hours estimated to complete the upfront portion of the plan, divided into the upfront fee. For example, if the estimated time to complete the upfront portion is 5 hours, and the client terminates after 3 hours of work has been completed, the refund amount will be \$200.

#### **Other Types of Fees and Expenses**

Our fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which may be incurred by the client. Clients may incur certain charges imposed by custodians, brokers, and other third parties such as custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual fund and exchange traded funds also charge internal management fees, which are disclosed in a fund's prospectus. Such charges, fees and commissions are exclusive of and in addition to our fee, and we shall not receive any portion of these commissions, fees, and costs.

Item 12 further describes the factors that we consider in selecting or recommending broker-dealers for 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 assetbased 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.

## Item 7: Types of Clients

We provide financial planning and portfolio management services to individuals, and high net-worth individuals. We do not have a minimum account size requirement.

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

Our primary methods of investment analysis are fundamental, technical, cyclical and passive investment management.

**Fundamental analysis** involves analyzing individual companies and their industry groups, such as a company's financial statements, details regarding the company's product line, the experience, and expertise of the company's management, and the outlook for the company's industry. The resulting data is used to measure the true value of the company's stock compared to the current market value. The risk of fundamental analysis is that information obtained may be incorrect and the analysis may not provide an accurate estimate of earnings, which may be the basis for a stock's value. If securities prices adjust rapidly to new information, utilizing fundamental analysis may not result in favorable performance.

**Technical analysis** involves using chart patterns, momentum, volume, and relative strength in an effort to pick sectors that may outperform market indices. However, there is no assurance of accurate forecasts or that trends will develop in the markets we follow. In the past, there have been periods without discernible trends and similar periods will presumably occur in the future. Even where major trends develop, outside factors like government intervention could potentially shorten them.

Furthermore, one limitation of technical analysis is that it requires price movement data, which can translate into price trends sufficient to dictate a market entry or exit decision. In a trendless or erratic market, a technical method may fail to identify trends requiring action. In addition, technical methods may overreact to minor price movements, establishing positions contrary to overall price trends, which may result in losses. Finally, a technical trading method may underperform other trading methods when fundamental factors dominate price moves within a given market.

**Cyclical analysis** is a type of technical analysis that involves evaluating recurring price patterns and trends based upon business cycles. Economic/business cycles may not be predictable and may have many fluctuations between long term expansions and contractions. The lengths of economic cycles may be difficult to predict with accuracy and therefore the risk of cyclical analysis is the difficulty in predicting economic trends and consequently the changing value of securities that would be affected by these changing trends.

#### **Passive & Active Investment Management**

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

Passive investment management is characterized by low portfolio expenses (i.e. the funds inside the portfolio have low internal costs), minimal trading costs (due to infrequent trading activity), and relative tax efficiency (because the funds inside the portfolio are tax efficient and turnover inside the portfolio is minimal).

In contrast, active management involves a single manager or managers who employ some method, strategy or technique to construct a portfolio that is intended to either generate returns greater than the benchmark or reduce overall portfolio volatility. We offer individual stock and sector ETF selection as a supplement to our passive investment management services.

#### Material Risks Involved

All investing strategies we offer involve risk and may result in a loss of your original investment which you should be prepared to bear. Many of these risks apply equally to stocks, bonds, commodities and any other investment or security. Material risks associated with our investment strategies are listed below.

**Market Risk:** Market risk involves the possibility that an investment's current market value will fall because of a general market decline, reducing the value of the investment regardless of the operational success of the issuer's operations or its financial condition.

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

**Small and Medium Cap Company Risk:** Securities of companies with small and medium market capitalizations are often more volatile and less liquid than investments in 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:** At times, the strategy may have a portfolio turnover rate that is higher than other strategies. A high portfolio turnover would result in correspondingly greater brokerage commission expenses and may result in 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 (harder to sell or buy) and their prices may at times be more volatile than at other times. Under certain market conditions we may be unable to sell or liquidate investments at prices we consider reasonable or favorable, 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 such areas of focus than a strategy that is more broadly diversified across a wider variety of investments.

**Interest Rate Risk:** Bond (fixed income) prices generally fall when interest rates rise, and the value may fall below par value or the principal investment. The opposite is also generally true: bond prices generally rise when interest rates fall. In general, fixed income securities with longer maturities are 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**: Inflation may erode the buying-power of your investment portfolio, even if the dollar value of your investments remains the same.

#### Risks Associated with Securities

Apart from the general risks outlined above which apply to all types of investments, specific securities may have other risks.

**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 have an adverse effect on the price of all stocks.

**Corporate Bonds** are debt securities to borrow money. Generally, issuers pay investors periodic interest and repay the amount borrowed either periodically during the life of the security and/or at maturity. Alternatively, investors can purchase other debt securities, such as zero coupon bonds, which do not pay current interest, but rather are priced at a discount from their face values and their values

accrete over time to face value at maturity. The market prices of debt securities fluctuate depending on such factors 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.

**Municipal Bonds** are debt obligations generally issued to obtain funds for various 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 in general. Those risks include interest rate risk, reinvestment risk, inflation risk, market risk, call or redemption risk, credit risk, and liquidity and valuation risk.

**Exchange Traded Funds** prices may vary significantly from the Net Asset Value due to market conditions. Certain Exchange Traded Funds may not track underlying benchmarks as expected.

**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, many of which may be duplicative. In addition, the client's overall portfolio may be affected by losses of an underlying fund and the level of risk arising from the investment practices of an underlying fund (such as the use of derivatives). 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 be halted 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" (which are tied to large decreases in stock prices) halts stock trading generally. The Adviser has no control over the risks taken by the underlying funds in which client's invest.

## Item 9: Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of MMM or the integrity of our management. We have no information applicable to this Item.

## Item 10: Other Financial Industry Activities and Affiliations

Scott Snider currently does not participate in other financial industry activities and is not affiliated with other financial firms.

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

MMM does not have any related parties. As a result, we do not have a relationship with any related parties.

MMM only receives compensation directly from clients. We do not receive compensation from any outside source. We do not have any conflicts of interest with any outside party.

Scott Snider is licensed to sell life and health insurance, however he does not engage in product sales with clients, for which he will receive additional compensation. We do not have any conflicts of interest with any outside party.

# Item 11: Code of Ethics, Participation 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 the best interests of each client. Our clients entrust us with their funds and personal information, which in turn 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 all of our dealings. The firm also adheres to the Code of Ethics and Professional Responsibility adopted by the CFP® Board of Standards Inc., and accepts the obligation not only to comply with the mandates and requirements of all applicable laws and regulations but also to take responsibility to act in an ethical and professionally responsible manner in all professional services and activities.

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 those 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 specific consent of the client unless in response to proper legal process, or as required by law.
- Professionalism Associated persons' conduct in all matter shall reflect credit of the profession.
- Diligence Associated persons shall act diligently in providing professional services.

We will, upon request, promptly provide a complete code of ethics.

Our firm and its "related persons" (associates, their immediate family members, etc.) may buy or sell securities the same as, similar to, or different from, those we recommend to clients for their accounts. A recommendation made to one client may be different in nature or in timing from a recommendation made to a different client. Clients often have different objectives and risk tolerances. At no time, however, will our firm or any related party receive preferential treatment over our clients.

In an effort to reduce or eliminate certain conflicts of interest involving the firm or personal trading, our policy may require that we restrict or prohibit associates' transactions in specific securities transactions. Any exceptions or trading pre-clearance must be approved by our Chief Compliance Officer in advance of the transaction in an account, and we maintain the required personal securities transaction records per regulation.

## Item 12: Brokerage Practices

#### Factors Used to Select Custodians and/or Broker-Dealers

Mellen Money Management, LLC does not have any affiliation with Broker-Dealers. Specific custodian recommendations are made to client based on their need for such services. We recommend custodians based on the reputation and services provided by the firm.

#### 1. Research and Other Soft-Dollar Benefits

We currently receive soft dollar benefits by way of our recommended Custodian, TD Ameritrade Institutional, Division of TD Ameritrade, Inc., member FINRA/SIPC.

#### 2. Brokerage for Client Referrals

We receive 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

We do recommend a specific custodian for clients to use, however, clients may custody their assets at a custodian of their choice. Clients may also direct us to use a specific broker-dealer to execute transactions. By allowing clients to choose a specific custodian, we may be unable to achieve most favorable execution of client transaction and this may cost clients money over using a lower-cost custodian.

#### **Aggregating (Block) Trading for Multiple Client Accounts**

Generally, we may combine multiple orders for shares of the same securities purchased for advisory accounts we manage (this practice is commonly referred to as "block trading"). We will then distribute a portion of the shares to participating accounts in a fair and equitable manner. The distribution of the shares purchased is typically proportional to the size of the account, but it is not based on account performance or the amount or structure of management fees. Subject to our discretion, regarding particular circumstances and market conditions, when we combine orders, each participating account pays an average price per share for all transactions and pays a proportionate share of all transaction costs. Accounts owned by our firm or persons associated with our firm may participate in block trading with your accounts; however, they will not be given preferential treatment.

#### The Custodian and Broker We Use

As disclosed above, MMM participates in TD Ameritrade's institutional customer program and may recommend TD Ameritrade to clients for custody and brokerage services. There is no direct link between MMM's participation in the program and the investment advice it gives to its clients, although MMM receives economic benefits through its participation in the program that are typically not available to TD Ameritrade retail investors. These benefits include the following products and services (provided without cost or at a discount): receipt of duplicate client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving MMM participants; access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to client accounts); the ability to have advisory fees deducted directly from client accounts; access to an electronic communications network for client order entry and account information; access to mutual funds with no transaction fees and to certain

institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to MMM by third party vendors. TD Ameritrade may also have paid for business consulting and professional services received by MMM's related persons. Some of the products and services made available by TD Ameritrade through the program may benefit MMM but may not benefit its client accounts. These products or services may assist MMM in managing and administering client accounts, including accounts not maintained at TD Ameritrade. Other services made available by TD Ameritrade are intended to help MMM manage and further develop its business enterprise. The benefits received by MMM or its personnel through participation in the program do not depend on the amount of brokerage transactions directed to TD Ameritrade. As part of its fiduciary duties to clients, MMM endeavors at all times to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits by MMM or its related persons in and of itself creates a potential conflict of interest and may indirectly influence MMM's choice of TD Ameritrade for custody and brokerage services.

### Item 13: Review of Accounts

Client accounts with the Investment Management Service will be reviewed regularly on a quarterly basis by Scott Snider. During the regular review the account's performance is compared against likemanaged accounts to identify any unacceptable performance deviation. Additionally, reasonable client imposed restrictions will be reviewed to confirm that they are being enforced. Events that may trigger a special review would be unusual performance, addition or deletions of client imposed restrictions, excessive draw-down, volatility in performance, or buy and sell decisions from the firm or per client's needs.

Clients will receive trade confirmations from the broker(s) for each transaction in their accounts as well as monthly or quarterly statements and annual tax reporting statements from their custodian showing all activity in the accounts, such as receipt of dividends and interest.

MMM will provide written reports to Investment Management clients on a quarterly basis. We urge clients to compare these reports against the account statements they receive from their custodian.

## 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

MMM does not accept custody of client funds except in the instance of the withdrawal of fees. For client accounts in which MMM directly debits their advisory fee:

- i. MMM will send a copy of its invoice to the custodian at the same time that it sends the client a copy.
- ii. The custodian will send at least quarterly statements to the client showing all disbursements for the account, including the amount of the advisory fee.
- iii. The client will prove written authorization to MMM, permitting them to be paid directly for their accounts held by the custodian.

Clients should receive at least quarterly statements from the broker dealer, bank or other qualified custodian that holds and maintains client's investment assets. We urge you to carefully review such statements and compare such official custodial records to the account statements or reports that we may provide to you. Our statements or reports may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

### Item 16: Investment Discretion

For those client accounts where we provide investment management services, we maintain discretion over client accounts with respect to securities to be bought and sold and the amount of securities to be bought and sold. Investment discretion is explained to clients in detail when an advisory relationship has commenced. At the start of the advisory relationship, the client will execute a Limited Power of Attorney which will grant our firm discretion over the account. Additionally, the discretionary relationship will be outlined in the advisory contract and signed by the client.

## Item 17: Voting Client Securities

We do not vote Client proxies. Therefore, Clients maintain exclusive responsibility for: (1) voting proxies, and (2) acting on corporate actions pertaining to the Client's investment assets. The Client shall instruct the Client's qualified custodian to forward to the Client copies of all proxies and shareholder communications relating to the Client's investment assets. If the client would like our opinion on a particular proxy vote, they may contact us at the number listed on the cover of this brochure.

In most cases, you will receive proxy materials directly from the account custodian. However, in the event we were to receive any written or electronic proxy materials, we would forward them directly to you by mail, unless you have authorized our firm to contact you by electronic mail, in which case, we would forward you any electronic solicitation to vote proxies.

### Item 18: Financial Information

Registered investment advisers are required in this Item to provide you with certain financial information or disclosures about our financial condition. We have no financial commitment that impairs our ability to meet contractual and fiduciary commitments to clients, and we have not been the subject of a bankruptcy proceeding.

We do not have custody of client funds or securities or require or solicit prepayment of more than \$500 in fees per client six months in advance.

## Item 19: Requirements for State-Registered Advisers

Scott Snider

Born: 1984

#### **Educational Background**

2006 – Bachelors, Miami University

#### **Business Experience**

10/2016 – Present, Mellen Money Management, LLC, Principal and CCO

- 09/2015 10/2016, Frank Wealth Management Ltd (Commonwealth Financial Network),
   Wealth Management Advisor
- 05/2009 09/2015, Huntington Investment Company, Registered Rep/Financial Advisor
- 05/2009 04/2012, Huntington Bank, Senior Banker/Assistant Manager

#### **Professional Designations, Licensing & Exams**

**CFP (Certified Financial Planner)**<sup>®</sup>: The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board").

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 71,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- Experience Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics Agree to be bound by CFP Board's Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals.
   Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:
- Continuing Education Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and

• Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*.

The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Chartered Retirement Planning Counselor (CRPC®): A professional designation from the College for Financial Planning®, which requires individuals to complete a study program and pass a multiple choice examination. Those with the certification gain in-depth knowledge of individuals' needs both before and after retirement. The study program to become a CRPC® covers the entire retirement planning process, including meeting multiple financial objectives, sources of retirement income, personal savings, employer-sponsored retirement plans, income taxes, retirement cash flow, asset management, and estate planning. Every two years the CRPC® professional is required to take 16 hours of continuing education and pay a small fee to continue using the designation.

**Series 66** - This is an examination, and not a license or designation

#### **Other Business Activities**

Scott Snider is current owns a rental property. This activity takes up less than 10% of his time.

#### **Performance Based Fees**

Please refer to Item 6 of this brochure.

#### **Material Disciplinary Disclosures**

No management person at Mellen Money Management, LLC has ever been involved in an arbitration claim of any kind or been found liable in a civil, self-regulatory organization, or administrative proceeding.

#### **Material Relationships That Management Persons Have With Issuers of Securities**

Mellen Money Management, LLC, nor Scott Snider, have any relationship or arrangement with issuers of securities.

### Mellen Money Management, LLC

### Form ADV Part 2B – Brochure Supplement

Principal, and Chief Compliance Officer

Dated November 22, 2017

This brochure supplement provides information about Scott Snider that supplements the Mellen Money Management, LLC ("MMM") brochure. A copy of that brochure precedes this supplement. Please contact Scott Snider if the MMM brochure is not included with this supplement or if you have any questions about the contents of this supplement.

Additional information about Scott Snider is available on the SEC's website at www.adviserinfo.sec.gov.

## Item 2: Educational Background and Business Experience

#### **Educational Background**

- 2006 Bachelors in Finance, Miami University
- 10/2016 Present, Mellen Money Management, LLC, Principal and CCO
- 09/2015 10/2016, Frank Wealth Management Ltd (Commonwealth Financial Network), Wealth Management Advisor
- 05/2009 09/2015, Huntington Investment Company, Registered Rep/Financial Advisor
- 05/2009 04/2012, Huntington Bank, Senior Banker/Assistant Manager

## Item 3: Disciplinary Information

No management person at Mellen Money Management, LLC has ever been involved in an arbitration claim of any kind or been found liable in a civil, self-regulatory organization, or administrative proceeding.

### Item 4: Other Business Activities

Scott Snider is current owns a rental property. This activity takes up less than 10% of his time. Scott Snider is licensed to sell life and health insurance, however he does not engage in product sales with our clients, for which he will receive additional compensation. We do not have any conflicts of interest with any outside party.

## Item 5: Additional Compensation

Scott Snider does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through MMM.

## Item 6: Supervision

Scott Snider, as Principal and Chief Compliance Officer of MMM, is responsible for supervision. He/She may be contacted at the phone number on this brochure supplement.

## Item 7: Requirements for State Registered Advisers

- 1. Scott Snider has NOT been involved in any of the events listed below.
- a. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:

- i. An investment or an investment-related business or activity;
- ii. Fraud, false statements, or omissions;
- iii. Theft, embezzlement, or other wrongful taking of property;
- iv. Bribery, forgery, counterfeiting, or extortion; or
- v. Dishonest, unfair, or unethical practices.
- b. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
- i. An investment or an investment-related business or activity;
- ii. Fraud, false statements, or omissions;
- iii. Theft, embezzlement, or other wrongful taking of property;
- iv. Bribery, forgery, counterfeiting, or extortion; or
- v. Dishonest, unfair, or unethical practices.
- 2. Scott Snider has NOT been the subject of a bankruptcy petition at any time.