

Enduring Wealth Management, LLC

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IARD#337527

3537 W Patel Ct
Meridian, ID 83646

208-409-0147

ben.rice@enduringwealthmanagement.com

www.enduringwealthmanagement.com

**Form ADV Part 2A
Firm Brochure
June 27, 2025**

This Brochure provides information about the qualifications and business practices of Enduring Wealth Management, LLC. If you have any questions about the contents of this Brochure, please contact us at 208-409-0147, or via e-mail at

ben.rice@enduringwealthmanagement.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.

Enduring Wealth Management, LLC is a registered investment advisory firm. Registration of an investment advisory firm does not imply a particular level of skill or training.

Additional information about Enduring Wealth Management, LLC is also available on the SEC's website at www.adviserinfo.sec.gov.

ITEM 2**Material Changes****Annual Update**

The Material Changes section of this brochure will be updated annually or when material changes occur since the previous release of our Firm Brochure. This Item discusses only specific material changes made to this Brochure and provides our clients with a summary of such changes.

Material Changes since the Last Update

Enduring Wealth Management, LLC is a newly registered investment advisory firm in 2025.

Full Brochure and Additional Information

Full Brochure and additional information about Enduring Wealth Management, LLC are available via the SEC's website www.adviserinfo.sec.gov. The SEC's website also provides information about any persons affiliated with us who are registered or are required to be registered as investment adviser representatives ("IAR").

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Advisory Business

FIRM INFORMATION

Enduring Wealth Management, LLC (“EWM,” “we,” “us,” “our”), formed in May 2025, is a registered investment advisory firm located in Meridian, ID. We have been a registered investment advisory firm since 2025.

PRINCIPAL OWNERS

EWM is owned and controlled by Ben Rice, its President and Chief Compliance Officer.

INVESTMENT ADVISORY SERVICES

Asset Management Services:

We provide asset management services in which we manage your custodial accounts and provide you with continuous and ongoing supervision of your custodial accounts. Our services provide additional investment opportunities among stocks, mutual funds, exchange-traded funds (ETFs), and additional securities.

Financial Planning and Consulting Services:

We provide various financial planning and consulting services that find ways to help you understand your overall financial situation and help you set financial objectives. We accomplish this by helping you review your financial goals, tax planning strategies, asset allocation, risk management, retirement planning, and other areas and objectives such as budgeting, education planning, cash flow planning, charitable planning, lines of credit analysis, insurance analysis, business financial planning, mortgage/debt analysis, and real estate analysis. Generally, such financial planning and consulting services will involve preparing a financial plan or rendering a financial consultation based on your financial goals and objectives. Implementation of the recommendations will be at your discretion.

Ongoing Financial Planning and Consulting Services

Upon completion of the Client’s financial plan or consulting engagement, we will revisit all or some of the following areas of analysis: financial goals, tax planning strategies, asset allocation, risk management, retirement planning, and other areas and objectives such as budgeting, education planning, cash flow planning, charitable planning, lines of credit analysis, insurance analysis, business financial planning, mortgage/debt analysis, and real estate analysis throughout the course of a year via scheduled meetings, calls, or follow-up emails to ensure that the initial recommendations in the financial plan or consulting engagement are implemented or to make adjustments to the Client’s financial plan and/or the Client’s objectives.

Retirement Plan Consulting Services:

We provide advisory services to plan sponsors of employer-sponsored retirement plans for which it has been specifically engaged, as a 3(38) fiduciary. Such advisory services can include selection and/or de-selection and replacement of individual investment options pursuant to agreed investment criteria.

IRA Rollover Considerations/Conflicts of Interest:

When recommending an existing or potential client roll over employer sponsored plan assets, or their self-managed IRA, the Firm will make the following disclosures:

- As a fiduciary, EWM will mitigate any conflicts of interest by making sure the best interest of the Client is the utmost importance when making recommendations to rollover any employer-based plan, not for generating fee-based compensation.
- EWM will offer multiple options to clients when recommending rolling over an IRA, such as:
 1. leave the money in an employer's retirement plan, if permitted;
 2. roll over the assets to their new employer's plan, if available and permitted;
 3. cash out the account value (which could result in adverse tax consequences)
- EWM will advise that any recommendation to rollover an IRA or employer-based plan may result in additional fees and expenses

TAILORED INVESTMENT ADVISORY SERVICES AND RESTRICTIONS

EWM offers the same suite of services to all our clients; however, specific recommendations and their implementation are dependent upon the individual client's current financial situation, such as income, net worth, and risk tolerance levels.

On a case-by-case basis, our clients can impose restrictions on investing in certain securities or types of securities in accordance with their values or beliefs. However, if the restrictions prevent us from properly servicing the Client's account, or if the restrictions would require us to deviate from our standard suite of services, we reserve the right to end the relationship.

We can request additional information and documentation, such as current investments, tax returns, insurance policies, and estate plans. We will discuss your investment objectives, needs, and goals, but you must inform us of any changes. Unless otherwise directed, you authorize us to communicate with your tax, legal, and other professionals in the financial advising process. We do not independently verify any information provided to us by you or your attorney, accountant, or other professionals.

WRAP FEE PROGRAMS

EWM does not participate in, recommend, or offer wrap fee programs.

ASSETS UNDER MANAGEMENT

EWM is a newly registered investment advisory firm with the SEC and currently does not have any assets under management.

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Fees and Compensation

ANNUAL FEES FOR ADVISORY SERVICES

EWM is compensated for providing asset management services by charging a negotiable fee based on the total assets under management. The fees and billing will be pre-determined in writing in the Investment Advisory Agreement executed by you and EWM.

No additional fee is charged for financial planning services.

Fees for retirement plan services are agreed on before the signing of the Retirement Plan Advisory and Consulting Agreement. The agreement language includes the fee, which will be charged as a percentage of the total retirement plan assets.

The below are the standard fee ranges that are charged.

Asset Management Fee Schedule	
All Assets	Up to 2.00%

FEE BILLING & PAYMENT

Asset management fees are paid quarterly in advance. Financial planning and retirement planning are included in our asset management fee with no additional cost to the Client. Payments are due on the first day of the calendar quarter and are based on the account's asset value as of the last business day of the prior calendar quarter multiplied by the applicable annual rate and divided by four (4). The fee for the subsequent quarter is billed and payable within ten (10) days after the end of the prior quarter. We will deduct our asset management fee only when in receipt of your written authorization by executing an investment advisory agreement permitting the fees to be paid directly from your account(s). The qualified custodian will deliver an account statement to you at least quarterly, which will show all disbursements from your account. We urge you to review all statements for accuracy. Your account at the custodian can also be charged for certain additional assets managed for you by us but not held by the custodian (i.e., variable annuities, mutual funds, 401(k)s).

You are responsible for all third-party fees (i.e., custodian fees, mutual fund fees, transaction fees, etc.). These fees are separate and distinct from the fees and expenses charged by EWM.

TERMINATION OF AGREEMENT

Either party can terminate the agreement by providing advance written notice. Upon termination of any account, any prepaid, unearned fees will be promptly refunded, and any earned, unpaid fees will be due and payable up to and including the effective date of termination.

Notwithstanding the above, if we do not deliver the appropriate disclosure statement to you at least 48 hours prior to you entering into any written or oral advisory contract with us, then you have the right to terminate the contract without penalty within five (5) business days after entering into the contract.

OTHER EXPENSES AND FEES

The fees discussed above include payment solely for the investment advisory services provided by us and are separate from certain fees or charges that are imposed by third parties in connection with investments made on your behalf for your account. Third-party fees can include markdowns, markups, brokerage commissions, other transaction costs, and/or custodial fees.

All fees paid to us for asset management services are separate from the expenses charged by exchange-traded funds and mutual funds to their shareholders. These fees and expenses will be used to pay management fees for the funds, other fund expenses, account administration, and a possible distribution

fee. Exchanged traded funds and mutual funds can be invested in directly by you without our services. However, you would not receive our services to assist you in determining which products or services are most suitable for your financial situation and objectives. You should review both the fees we charge and the fees charged by the fund(s) to understand the total fees to be paid fully.

Please refer to Item 12 of this brochure for a more detailed explanation of brokerage practices.

OTHER COMPENSATION

Certain of our associated persons are also licensed insurance agents. In this capacity, the IARs may recommend insurance products; however, please note that they will not receive commissions or any other form of compensation from the sale of insurance products through our advisory services. While IARs can still provide recommendations, they have no direct financial incentive tied to whether clients choose to purchase insurance products, as they will not earn commissions on these sales. However, a potential conflict of interest may still exist, as the IARs can provide recommendations that could align with their expertise as insurance agents. Clients are under no obligation to act upon any insurance recommendations. All financial planning advice provided is of a generic nature, and our recommendations can include products offered by third parties. For more detailed information on how our firm mitigates and handles potential conflicts of interest, please refer to Item 10 of this Brochure.

ITEM 6

Performance-Based Fees and Side-By-Side Management

We do not charge any performance-based fees, which are fees based on a share of capital gains on or capital appreciation of your assets.

ITEM 7

Types of Clients

We provide our investment advisory services to:

- Individuals and families
- High Net Worth Individuals

We do not have a minimum account size for our asset management services.

ITEM 8

Methods of Analysis, Investment Strategy and Risk of Loss

METHODS OF ANALYSIS

We use various methods of analysis and investment strategies, including the following:

Modern Portfolio Theory - Modern portfolio theory (MPT) is a risk-averse theory that involves the construction of portfolios to maximize and optimize expected return based on a given level of market risk, emphasizing that risk is an inherent part of higher reward. According to the theory, it's possible to construct an "efficient frontier" of optimal portfolios offering the maximum possible expected return for a given level of risk.

MPT tries to understand the market as a whole and measure market risk in an attempt to reduce the inherent risks of investing in the market. However, with every financial investment strategy, there is a

risk of a loss of principal. Not every investment decision will be profitable, and there can be no guarantee of any level of performance.

INVESTMENT STRATEGY

When formulating investment advice or managing client assets, we will use the following long-term investment philosophy. There are inherent risks associated with this strategy.

We are goal-focused, long-term equity investors. Our portfolios are built around our clients' lifetime financial goals.

We do not believe the economy can be consistently forecast, nor the markets consistently timed. We do not believe it is possible to gain any real advantage by going in and out of the markets, regardless of current conditions and in fact trying to do so is usually a detriment to long term results.

We are thus prepared to ride out the equity market's frequent, often significant, but historically always temporary, declines.

POTENTIAL RISKS

Investing involves different levels of risk that can result in loss of any profits and/or principal you have not realized. We manage your account in a manner consistent with the above. However, we cannot guarantee that our efforts will be successful. Investing in securities involves the risk of loss that clients should be prepared to bear.

Investing involves the assumption of risk, including:

Financial Risk: the risk that the companies we recommend to you perform poorly, which affects the price of your investment.

Market Risk: the risk that the stock market will decline, decreasing the value of the securities we recommend to you with it.

Inflation Risk: the risk that the rate of price increases in the economy deteriorates the returns associated with the stock.

Political and Governmental Risk: the risk that the value of your investment will be affected by the introduction of new laws or regulations.

Interest Rate Risk: the risk that the value of the investments we recommend to you will fall if interest rates rise.

Call Risk: the risk that your investment will be called or purchased back from you when conditions are favorable to the bond issuer and unfavorable to you.

Default Risk: the risk that the issuer is unable to pay the contractual interest or principal on the investment promptly or at all.

Manager Risk: the risk that an actively managed mutual fund's investment adviser will fail to execute the fund's stated investment strategy.

Industry Risk: the risk that a group of stocks in a single industry will decline in price due to adverse developments in that industry, decreasing the value of mutual funds that are significantly invested in that industry.

ITEM 9**Disciplinary Information**

As of the date of this brochure, we have not been subject to any disciplinary, legal, or regulatory events related to past or present investment clients. There has been no disciplinary, legal, or regulatory events related to us or any of our management persons.

ITEM 10**Other Financial Activities and Affiliations****FINANCIAL INDUSTRY ACTIVITIES**

Neither EWM nor its management persons are registered or has an application pending to register as a broker-dealer or a registered representative of a broker-dealer.

Neither EWM nor its management persons are registered or has an application pending to register as a futures commission merchant, commodity pool operator, or commodity trading advisor.

AFFILIATIONS

Certain associates of the firm are also insurance agents licensed to sell insurance products. A conflict of interest may exist in that these services often pay a commission, which conflicts with the IAR's fiduciary duties. EWM does not require its IARs to encourage clients to implement investment advice through our insurance product recommendations. Clients have the right to implement insurance product recommendations through the insurance agency and agent of their choice. We require that all IARs disclose this conflict of interest when such recommendations are made. We also require IARs to disclose that the Client has the right to purchase recommended products from individuals not affiliated with us.

SELECTION OF OTHER INVESTMENT ADVISERS

We do not recommend or select other investment advisers for our clients.

ITEM 11**Code of Ethics, Participation in Client Transactions and Personal Trading****CODE OF ETHICS**

EWM has developed a code of ethics that will apply to all of our supervised persons. We and our IARs must act in a fiduciary capacity when providing investment advisory services to you. As a fiduciary, it is an investment adviser's responsibility to provide fair and full disclosure of all material facts and to act solely in the best interest of each of our clients at all times. EWM has a fiduciary duty to all clients. This fiduciary duty is considered the core underlying principle of our code of ethics, which also covers our insider trading and personal securities transactions policies and procedures. We require all of our supervised persons to conduct business with the highest level of ethical standards and to comply with all federal and state securities laws at all times. Upon employment or affiliation and at least annually thereafter, all supervised persons will acknowledge that they have read, understand, and agree to comply with our Code of Ethics.

Our Code of Ethics is available to clients and prospective clients upon request.

RECOMMENDATIONS INVOLVING A MATERIAL FINANCIAL INTEREST

Neither we nor any related person recommend to clients or do buys or sells for clients' accounts securities in which we or a related person has a material financial interest.

PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS

There are instances where an IAR will recommend to investment advisory clients or prospective clients the purchase or sale of securities in which an IAR, its affiliates, or other clients can also have a position or interest. Certain affiliated accounts can trade in the same securities with client accounts on an aggregated basis. Generally, in such circumstances, the affiliated and client accounts will share execution costs equally. Completed trade orders will be allocated according to the instructions from the initial trade order. Partially filled trade orders will be allocated on a pro-rata basis. Any exceptions will be explained in the trade order.

PERSONAL TRADING

Employees are permitted to have personal securities accounts as long as personal investing practices are in line with fiduciary standards and regulatory requirements and do not conflict with their duty to EWM and our clients. EWM monitors and controls personal trading through pre-approval of all personal securities transactions or blackout periods imposed upon employees trading in the same securities as EWM. We forbid any officer or employee, either personally or on behalf of others, to trade on material, nonpublic information or communicate such information to others in violation of the law.

ITEM 12 Brokerage Practices

EWM currently has arrangements with Raymond James & Associates, Inc (Raymond James). Raymond James is the unaffiliated, qualified custodian whereby EWM would custody your accounts. Raymond James is an independent SEC-registered broker-dealer and a member of FINRA and SIPC.

As a fiduciary, we are obligated to seek out the best execution of client transactions for accounts that we manage. In general, the execution of securities transactions is at a total cost to process each transaction and are the most favorable under the circumstances. However, we do not limit the best execution to the lowest available price. Additional factors are taken into consideration when determining the arrangement and services in the selection of a broker-dealer or qualified custodian. Our review consists of reviewing the commission and fee structures of various broker-dealers. Accordingly, while we consider competitive rates, we do not necessarily obtain the lowest possible commission rates for account transactions. Therefore, the overall services provided by unaffiliated broker-dealers and qualified custodians are evaluated to determine the best execution. You can pay trade execution charges and higher commissions through the trading platforms approved by us than through platforms that have not been approved by us.

RESEARCH AND OTHER BENEFITS

We do not receive soft dollar benefits from broker-dealers.

BROKERAGE FOR CLIENT REFERRALS

We do not receive client referrals from broker-dealers.

DIRECTED BROKERAGE

We do not recommend, request, require, or permit clients to direct us to executed transactions through a specific broker-dealer other than those we recommend.

TRADE AGGREGATION

We attempt to allocate trade executions in the most equitable manner possible, taking into consideration current asset allocation and availability of funds using price averaging, proration, and consistently non-arbitrary methods of allocation. We can aggregate orders in order to obtain best execution, to negotiate more favorable commission rates, or to allocate equitably among our clients' differences in prices and commission or other transaction costs. In aggregated orders, transactions will be price-averaged and allocated among our clients in proportion to the purchase and sale orders placed for each client account on any given day.

ITEM 13 Review of Accounts

PERIODIC REVIEWS

We review asset management and retirement plan accounts no less than annually. These accounts will be reviewed by Ben Rice, CCO. Accounts are reviewed to evaluate asset allocation, investment strategy and objectives, cash balance, and performance against known client needs.

Financial plans created utilizing our ongoing financial planning services will be reviewed by Ben Rice. We can make adjustments to the Client's financial plan and/or the Client's objectives as needed.

REGULAR REPORTS

Asset management clients will receive advisory account reports no less than quarterly. These reports show asset value by cash balances, security, unit cost, total cost, current per share values, etc. Clients are urged to review the quarterly reports provided by us with those provided by their custodians and notify us of any differences. Clients are encouraged to phone or e-mail us as often as they deem necessary to receive information regarding the investment tactics and strategies being followed.

Financial plans created utilizing our ongoing financial planning services will receive status updates and/or reports during plan reviews. We can make adjustments to the Client's financial plan and/or the Client's objectives.

ITEM 14 Client Referrals and Other Compensation

While we do not have any current arrangements with any TPMMs, at such time that we do, we will receive compensation based on the service they provide to our clients. Any such compensation arrangement will be formalized in an agreement and disclosed to our clients.

Please see Item 12 Brokerage Practices for information regarding the benefits we receive from our custodian.

We do not pay a referral fee to third-party promoters.

ITEM 15 Custody

We are deemed to have custody of client funds and securities due to our ability to deduct management fees from clients' accounts. We will not take physical custody of clients' funds and will not assign or transfer trading authorization to another advisor. Clients will receive account statements from the qualified custodian(s) holding their funds and securities at least quarterly. The custodian's account statements will indicate the amount of our advisory fees deducted from the Clients' account(s) each billing period. These statements should be carefully reviewed by the Client for accuracy. Item 5 – Fees and Compensation has additional information regarding our ability to deduct management fees from clients' accounts.

ITEM 16 Investment Discretion

DISCRETIONARY AUTHORITY FOR TRADING

If you are participating in our asset management services, upon receiving your written authorization via our executed investment advisory agreement, we will maintain trading authorization over your designated account and can also implement trades on a discretionary basis.

When discretionary authority is granted, we will have the limited authority to determine the type of securities to be purchased, sold, or exchanged and a number of securities that can be bought, sold, or exchanged for your portfolio without obtaining your consent for each transaction.

ITEM 17 Voting Client Securities

We do not have the authority to vote proxies as it pertains to the issuers of securities held in your account. The responsibility for voting your securities places increased liability to us and does not add enough value to the services provided to you to justify the additional compliance and regulatory costs associated with voting your securities.

Therefore, you are responsible for voting all proxies for securities held in accounts managed by us. Typically, our qualified custodian will forward you your proxy information. Although we do not vote your proxies, you can contact us if you have a question about a particular proxy.

ITEM 18 Financial Information

We are not required to include a balance sheet for our most recent fiscal year. We are not subject to a financial condition that is reasonably likely to impair our ability to meet contractual commitments to our clients.

We are currently not in, nor have we been historically, in a financially precarious situation or the subject of a bankruptcy petition.