



## **NAIA Business Continuity Plan:**

### **Business Continuity Plan ("PLAN")**

#### **I. Emergency Contact Individuals**

The Firm's emergency contact persons ("Executive Representatives") are:

**Rex Chou** - Owner, Investment Adviser Representative

(408) 520-9558

rex.chou@new-assets.com

**Li-Hua Cheng** - 537 Tirol Ct., Milpitas, CA 95035

408-887-8208

Lindacheng.tw@gmail.com

The emergency contact persons will be updated in the event of a material change.

#### **II. Firm Policy**

New Investment Advisors, LLC ("Firm or NAIA") policy is to respond to a Significant Business Disruption ("DISRUPTION") by safeguarding client assets, making a financial and operational assessment, In the event the Firm determines it is unable to continue business, the Firm will ensure customers have prompt access to their funds and securities.

##### **A. Significant Business Disruptions (Disruptions)**

The PLAN anticipates two kinds of disruptions, internal and external. Internal Disruptions affect only the Firm's ability to communicate and do business, such as a fire or flood. External regional Disruptions represent more pervasive interruptions, such as those based upon regional infrastructure (transportation, power), non-infrastructure (medical, etc.), building (weather, natural disaster, collapse), and marketplace events (which prevent the operation of the securities markets or a number of firms, such as a terrorist attack, a city flood, or any other wide-scale regional disruption). The Firm's response to an external / regional DISRUPTION relies more heavily on other organizations and systems.

## **B. Approval and Execution Authority**

Rex Chou, a registered principal, is responsible for approving the plan and for conducting the required annual review. Rex Chou, have the authority to execute the PLAN.

## **C. Plan Location and Access**

The Firm will maintain copies of its PLAN, annual reviews, and the changes that have been made to it for inspection.

## **III. Business Description**

The Firm engages primarily in providing investment advisory services including but not limited financial planning and investment advice (assets under management) on a discretionary basis. Furthermore, the Firm does not hold customer funds or securities

## **IV. Office Locations**

The primary business location is an office located at 1525 McCarthy Blvd, Suite 1083, Milpitas, CA 95035. Its primary telephone number is (408) 520-9558. All primary business functions are performed at this address.

## **V. Alternative Physical Location(s) of Employees**

Please note the firm does not maintain custody of client assets or securities at any time. Client account information is maintained by the Custodian Wells Fargo Clearing Services, LLC or TradePMR (broker dealer); contact information is noted below:

Custodian: One North Jefferson Avenue, St. Louis, MO 63103  
[877-496-3223](tel:877-496-3223)

Broker-Dealer: **2511 NW 41<sup>st</sup> Street, Gainesville, FL 32607,**  
**Robb Baldwin** [352-332-8723](tel:352-332-8723) [rbaldwin@tradepmr.com](mailto:rbaldwin@tradepmr.com)

## **VI. Clients' Access to Account Information**

The Firm does not maintain custody of client funds investments, or securities, which are maintained by our custodian, Wells Fargo Clearing Services, LLC. (Note: all investments are un-certificated so there are no securities). In the event an internal or external / regional DISRUPTION occurs, if telephone service is available, our registered persons will inform our clients how they may access their account information.

The Firm will make this information available to clients through its Form ADV Part 2A-Item19.

## **VII. Data Back-Up and Recovery (Hard Copy and Electronic)**

The Firm maintains its primary hard copy books and records and its electronic records at its principal location locked in a secure location, 1525 McCarthy Blvd, Suite 1083, Milpitas, CA 95035. Rex Chou, (408) 520-9558, is responsible for the maintenance of these books and records.

The Firm maintains its back-up customer records at its home (not principal location) along with electronic back-up located on a cloud server.

Rex Chou, (408) 520-9558, is responsible for ensuring the continued maintenance of these back-up books and records.

In the event of an internal or external / regional disruption that causes the loss of the Firm paper records, the Firm will recover images or other electronic formats of the paper records.

## **VIII. Financial and Operational Assessments**

### **A. Operational Risk**

In the event of a DISRUPTION, the Firm will immediately identify the means available which will permit the Firm to communicate with its clients, employees, critical business constituents, critical banks, critical counter-parties, and regulators. Although the effects of a disruption will determine the means of alternative communication, the communications options the Firm will employ will include its telephone, voice mail, and secure e-mail. In addition, the Firm will retrieve its key activity records as described in the section above, Data Back-Up and Recovery (Hard Copy and Electronic).

### **B. Financial and Credit Risk**

In the event of a disruption, the Firm will determine the value and liquidity of its

investments and other assets to evaluate its ability to continue to fund operations and remain in capital compliance. Bank to apprise them of its financial status. If the Firm determines that it may be unable to meet its obligations to those counter-parties or otherwise continue to fund operations, the Firm will request additional financing from its bank or other credit sources to fulfill its obligations to clients. If the Firm cannot remedy a capital deficiency, it will file appropriate notices with regulators and immediately take appropriate steps, including obtaining an equity infusion from its parent or affiliates.

## **IX. Mission Critical Systems**

The firm's critical systems are those which ensure prompt and accurate processing and the maintenance of client records and access to its TradePMR account to trade on respective client accounts.

The clearing firm contract with TradePMR provides that it will maintain a PLAN and have the capacity to execute that plan. NAIA represents that it will advise the Firm of any material changes to its plan that might affect the Firm ability to maintain its business. In the event NAIA executes its plan, it will notify the Firm of such execution and provide the Firm equal access to services as its other customers. If the Firm reasonably determines that the clearing firm has not or cannot put its plan in place quickly enough to meet our needs, or is otherwise unable to provide access to such services, our clearing firm represents that it will assist us in seeking services from an alternative source.

## **X. Alternate Communications between the Firm and Clients, Employees, and Regulators**

### **A. Clients**

The Firm does manages client accounts on a discretionary basis and does not maintain custody of client securities, cash and/or investments.

### **B. Employees**

Currently the Firm communicates with employees using the telephone, e-mail, and in person. In the event of a disruption, the Firm will assess the means of communication available, and use the means closest in speed and form (written or oral) to the means that the Firm has used in the past to communicate with the other party. The Firm will also employ a call tree so that senior management can reach all employees quickly during a disruption. The call tree includes all staff home and office phone numbers. We have identified persons, noted below, who live near each other and may reach each other in person:

The person to invoke use of the

call tree is: Rex Chou – Primary

(see phone # above)

**Li-Hua Cheng - Emergency**

408-887-8208

Lindacheng.tw@gmail.com

**C. Regulators**

Currently the Firm is registered with the California Department of Business Oversight (State Regulator) with its principal supervision office in San Francisco, CA ([One Sansome Street, Suite 600, San Francisco, CA 94104-4428](#)).

**XI. Critical Business Constituents, Banks, and Counter-Parties**

**A. Business Constituents**

The Firm will contact will contact TradePMR; address below:

Broker-Dealer: **2511 NW 41<sup>st</sup> Street, Gainesville, FL 32607,**  
**Robb Baldwin [352-332-8723](tel:352-332-8723) [rbaldwin@tradepmr.com](mailto:rbaldwin@tradepmr.com)**

**B. Banks**

See below

**C. Counter-Parties**

The firm does not conduct any trading activity, so does not have any trading counter parties.

**XII. Regulatory Reporting**

The Firm is subject to regulation by: State of California Department of Business Oversight. In the event that the Firm cannot contact its regulators, it will continue to file required reports using the communication means available.

*In the event of business disruption, NAIA will be available by available means of communication. As noted above the client is a sole proprietor and conducts business (business location) at its office. NAIA will seek to obtain remote access at various locations (internet connection) to be available for its clients.*

**XIII. Disclosure of Business Continuity Plan**

The Firm will provide a summary of the PLAN to clients prior to the closing of their first transaction when the Form ADV Part 2A/2B is provided to clients. Additionally, the Firm will post a copy online for clients review, and mail a copy to customers upon request when the Form ADV is submitted annually (existing clients). The summary addresses the possibility of a future disruption and how the Firm plans

to respond to events of varying scope. In addressing the events, the summary provides (1) specific scenarios of varying severity (e.g., a firm-only business disruption, a disruption to a single building, a disruption to a business district, a city-wide business disruption, and a regional disruption); (2) whether the Firm plans to continue business during that scenario and, if so, the planned recovery time; and (3) general information on the intended response. The summary discloses the existence of backup facilities and arrangements.

The Firm's policy is to respond to a Significant Business Disruption (disruption) by safeguarding employees' lives and firm property, making a financial and operational assessment, quickly recovering and resuming operations, protecting all of the Firm's books and records, and allowing clients to transact business.

In the event of a firm only business disruption the Firm will continue to do business, with a planned recovery time of twenty four hours.

#### **XIV. Updates and Annual Review**

The Firm will update this plan whenever there is a material change to our operations, structure, business or location or to those of our clearing firm. In addition, the Firm will review this PLAN annually, on or about December 31st, to modify it for any changes in our operations, structure, business, or location or those of our clearing firm.

**If you have any questions, concerns or require additional information before retaining the services of New Assets Investment Advisors you may call (408) 520-9558 or by E Mail at: [rex.chou@new-assets.com](mailto:rex.chou@new-assets.com).**