



ITEM 1 • COVER PAGE

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# Form ADV Part 2A

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June 23, 2021

This Firm Brochure provides information about the qualifications and business practices of New Perspectives, Inc. If you have any questions about the contents of this Brochure, please contact us at (601) 991-3158 or [nanderson@newper.com](mailto:nanderson@newper.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. New Perspectives, Inc. is a Registered Investment Adviser. Registration of an Investment Adviser does not imply any level of skill or training.

Additional information about New Perspectives, Inc. is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

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New Perspectives, Inc. • 303 Highland Park Cove • Ste. B • Ridgeland, MS 39157  
Website: <https://www.newper.com> • Phone: (601) 991-3158  
Dr. Nancy L. Anderson, President • [nanderson@newper.com](mailto:nanderson@newper.com)  
J. Ryder Taff • [rtaff@newper.com](mailto:rtaff@newper.com)

**ITEM 2 • MATERIAL CHANGES**

Notable changes to this ADV update include:

- An update to ownership percentages, but not to owners.

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#### ITEM 4 • ADVISORY BUSINESS

Nancy Anderson has been the President and principal owner of New Perspectives, Inc. from November 1993 until the present. Ryder Taff is a 50% shareholder of New Perspectives, Inc. and has been a shareholder since 2016. New Perspectives, Inc. is physically located at 303 Highland Park Cove, Ste. B, Ridgeland, MS. 39157.

New Perspectives, Inc. is a fiduciary to clients and offers the following types of advisory services:

- Financial planning services
- Portfolio management for individuals and/or small businesses
- Portfolio management for businesses or institutional clients (other than investment companies)
- Publication of periodicals or newsletters
- Other financial consulting.

The firm tailors advisory services and portfolio management to client objectives and risk tolerance. Clients may impose restrictions on investing in certain securities or types of securities by indicating so on the contract.

The firm does not participate in wrap fee programs.

New Perspectives, Inc. manages approximately \$171,500,000 in client assets on a discretionary basis and \$3,500,000 on a non-discretionary basis. This estimate was calculated as of June 2021.

#### ITEM 5 • FEES AND COMPENSATION

- New Perspectives, Inc. charges for its services based on the amount of investments under direct supervision. Unless otherwise specified, annual fees are charged according to the following fee schedule:

Up to \$1,000,000	1.00%
Next \$1,000,000 (up to \$2,000,000)	0.75%
Next \$3,000,000 (up to \$5,000,000)	0.50%
Amounts above \$5,000,000	0.25%

Fees are negotiable.

New Perspectives, Inc. may offer investment advice to non-managed accounts on an hourly basis. Nancy Anderson and Ryder Taff charge \$350 per hour. Other consulting fees are negotiated on a per contract basis. These services are billed after the service is rendered. Clients will be presented with the various investment options, and assistance may be provided in setting up accounts. New Perspectives, Inc. may not have discretion over these accounts. Any subsequent changes involving the applicant will be billed at the hourly rate. We may charge both an hourly and an annual fee to a client, for distinct work performed, if agreed to contractually.

- The fee is deducted on a quarterly basis in advance. The fee is calculated by multiplying the ending account balance (less any exclusions) by the client's blended fee rate (as determined by the fee schedule). This is multiplied by the number of days in the quarter divided by the number of days in the year to arrive at the fee to be deducted for the

quarter. All clients have the option of having fees deducted from account or paying directly. This option is chosen when the client sets up the account. The client also has the option of changing this process at any time. Clients are mailed a notice of the deducted fee before the fee is deducted from the broker account.

New Perspectives, Inc. may charge fees for accounts that are managed on an ongoing basis. Unless otherwise stipulated, New Perspectives, Inc. will have discretion over these accounts in order to enact trades for the client. New Perspectives, Inc. has no selling agreements with any providers which would create a conflict of interest between its income and the best interests of the client.

- The broker may charge transaction fees, but New Perspectives, Inc. would not receive these fees. Pooled funds will have an annual fee as well. New Perspectives, Inc. will recommend a discount broker to hold all securities but is not a registered representative of any brokerage and is not compensated by any brokerage. New Perspectives, Inc. will strive to eliminate all extraneous fees and minimize all other expenses to the client.

Clients may purchase securities through other broker-dealers; however, we do not encourage it and cannot ensure best execution if they do so.

- Managed accounts must pay fees in advance. This agreement may be terminated by either party at any time without the payment of any penalty, by written notice of termination received by New Perspectives, Inc. Retainer fees are prorated through termination date and the remainder is refunded. All clients have a right to terminate the contract without penalty or fee within five (5) business days of entering the contract.

Hourly fees are due after the service is rendered.

- The firm does not accept compensation from the sale of securities or other investment products.

## **ITEM 6 • PERFORMANCE BASED FEES AND SIDE-BY-SIDE MANAGEMENT**

New Perspectives, Inc. does not charge performance-based fees. Fees will not be directly linked to capital gains in the account.

## **ITEM 7 • TYPES OF CLIENTS**

New Perspectives, Inc. provides investment advice to the following types of clients:

- Individuals
- Trusts
- Small Businesses
- Foundations

New Perspectives, Inc. does not have a minimum account size.

## **ITEM 8 • METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS**

- New Perspectives, Inc. selects individual securities and pooled securities as a part of a diversified, balanced account for each client. Individual stocks and bonds are selected based on fundamental analysis of the company and that company's role in our broad economic outlook. Any security involves risk of loss that clients should be prepared to bear.
- There is market risk in holding a diversified portfolio. If the correlations between all asset classes that a client is invested in increase as they decline, the overall portfolio may decline more than anticipated. We pursue a long-term buy and hold strategy. We work to minimize trading frequency.
- New Perspectives, Inc. primarily uses no-load mutual funds and ETFs. These are used to provide diversification into specific asset classes. These involve market risk and management risk for actively managed funds.

These are selected based on performance, costs and asset class exposure. All securities are reviewed on an ongoing basis to ensure that our original investment thesis remains valid. Portfolios are reviewed regularly and balanced according to clients' needs and our broad economic outlook. Risk of loss is mitigated through diversification and active management of allocations. Clients are assessed for degree of risk aversion, and risks are explained to each upon opening accounts.

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#### **ITEM 9 • DISCIPLINARY INFORMATION**

- There are no pending legal or disciplinary events for New Perspectives, Inc.
- There have been no self-regulatory organization proceedings against New Perspectives, Inc. or any related person.

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#### **ITEM 10 • OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS**

- New Perspectives, Inc. is not, nor does it have, an application pending to register as a broker-dealer or as a registered representative of a broker-dealer.
- New Perspectives, Inc. is not, nor does it have, an application pending to register as a futures commission merchant, commodity pool operator or a commodity trading advisor.
- New Perspectives, Inc. does not have any relationship or arrangement which would cause a conflict of interest with a client with any of the following:
  - Broker-dealer, municipal or government securities dealer
  - Investment company or other pooled investment vehicle
  - Other investment advisor or financial planner
  - Futures commission merchant, commodity pool operator or commodity trading advisor
  - Banking or thrift institution
  - Accountant or accounting firm
  - Lawyer or law firm

- Insurance company or agency
  - Pension consultant
  - Real estate broker or dealer
  - Sponsor or syndicator of limited partnerships.
- Ryder Taff previously received compensation from Parents and Kids magazine for a regular personal finance column. He is on the Board of the CFA Society of Mississippi and the Mississippi School for Mathematics and Science Foundation, and the Rotary Club of Madison-Ridgeland, positions for which he is not paid.
  - Together with co-author Susan McAdory, Nancy and Ryder have written a book on personal finance entitled *P.I.G.G.Y. Plan-It: Prudent Investors Get Going Young*. They receive royalties from the sale of the book.

A comprehensive list of outside activities can be found in ITEM 19.

- New Perspectives, Inc. does not recommend or select other investment advisors for clients.

#### **ITEM 11 • CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRAINING**

- New Perspectives, Inc. adheres to the CFA Code of Ethics. All related persons are required to review and adhere to this code. Clients will be provided a copy of this code upon request. Any violation of the code by related persons is reason for dismissal.
- New Perspectives, Inc. has no material financial interest in any securities that are recommended to buy or sell for client accounts. New Perspectives, Inc. has no participation or holding in its clients' accounts.
- Related persons may invest in the same securities as are held in client accounts. Related persons must place client interests before their interests at all times. Printed quarterly reports on any trades that are placed by related persons for the employees or family members of New Perspectives, Inc. are kept on file to affirm this policy.
- If a related person recommends a security to a client which that related person holds or plans to act on in the near future, they will disclose their position and intent. It is the policy of New Perspectives, Inc. to not aggregate client trades with trades of related persons. Client trades in a given security will be given priority over those of related persons.

#### **ITEM 12 • BROKERAGE PRACTICES**

- New Perspectives, Inc. considers discount rates, services, products offered and client preferences in selecting brokers. The primary brokerage used for client trades is TD Ameritrade. Clients must approve the use of the broker. Clients may choose to direct trades through another broker; however, New Perspectives, Inc. cannot ensure best execution in this situation.
  - New Perspectives, Inc. does not receive soft dollar benefits from any broker. The broker provides independent research through the advisor website. New Perspectives, Inc. is not a registered representative of the broker.

- New Perspectives, Inc. does not receive client referrals from any broker-dealer.
  - New Perspectives, Inc. does recommend that clients direct their trades through our primary broker, TD Ameritrade. New Perspectives, Inc. is not affiliated with any broker that we use.
  - We may aggregate trades for clients in order to obtain best execution and pricing for a particular order. In this case, each client will receive the average price.
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#### **ITEM 13 • REVIEW OF ACCOUNTS**

- Accounts are reviewed monthly. This review involves at a minimum an overview of the client's total allocation and returns for the period, a review of individual securities and an indication of any trades to be done.
  - Individual securities are monitored daily. Any significant change in security value or thesis may trigger a review of all accounts holding that security.
  - Written quarterly reports are sent to clients showing quarter-end valuations, holdings and rates of return. TD Ameritrade sends monthly statements to clients using their services as the broker. All clients may have online access to their accounts and may request trading privileges. We strive to meet with each client at least annually.
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#### **ITEM 14 • CLIENT REFERRALS AND OTHER COMPENSATION**

- Neither New Perspectives, Inc. nor its employees have any arrangement with any outside party to receive economic benefit for providing investment advice or advisory services to clients.
- Neither New Perspectives, Inc., its principal owner, Nancy L. Anderson or Ryder Taff, nor employees compensate any person or group of persons for client referrals.

#### **ITEM 15 • CUSTODY**

Other than directly deducting fees from client accounts, New Perspectives, Inc. does not have custody of any client funds or securities. Most clients' accounts are held by TD Ameritrade. Clients receive a monthly statement from the custodian either by paper mail or by e-mail according to their preferences. All funds and investments of any clients of New Perspectives are held by a third party no load annuity or no load mutual fund.

Clients are urged to review statements and retain copies for their records. Any discrepancies should be reported to New Perspectives, Inc.

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## ITEM 16 • INVESTMENT DISCRETION

New Perspectives, Inc. is recognized as an investment adviser and has limited power of attorney on all accounts. This arrangement is for the purpose of discretionary trading on certain accounts, receipt of duplicate information on accounts, and the monitoring of managed accounts. All clients must first read over and sign all forms to open an account with New Perspectives, Inc. as the adviser. These forms allow limited power of attorney. The contract allows clients to place restrictions and limitations on trading in specified securities or types of securities. The forms signed by the client will give permission for New Perspectives, Inc. to deduct quarterly fees. The client receives notification of this fee before New Perspectives, Inc. deducts this from the account.

## ITEM 17 • VOTING CLIENT SECURITIES

New Perspectives, Inc. does not have the authority for proxy voting on any client securities. Clients will receive this information directly from the custodian or transfer agent and may contact us about a particular solicitation.

## ITEM 18 • FINANCIAL INFORMATION

- New Perspectives, Inc. does not require or solicit prepayment of more than \$1,200 in fees per client, six months or more in advance.
- There are no known financial conditions that are reasonably likely to impair New Perspectives, Inc.'s ability to meet contractual commitments to clients.
- New Perspectives, Inc. has not been the subject of a bankruptcy petition at any time in the last 10 years.

## ITEM 19 • REQUIREMENTS FOR STATE-REGISTERED ADVISORS

- EDUCATION:

The President of New Perspectives, Inc. is Nancy L. Anderson, Ph.D., CFA. She owns 50% of New Perspectives, Inc. Nancy Anderson's education is as follows:

University of Southern Mississippi: 1977-1978  
 Hinds Jr. College: 1979-1980  
 Mississippi College: Graduated 1984  
 M.B.A., Mississippi College: Graduated 1993  
 Chartered Financial Analyst Designation: 1996  
 Ph.D. in Business Administration, Mississippi State University: 2008  
 Operations Manager, Medley & Company, Financial Advisors: 1989-1993  
 Principal owner, New Perspectives, Inc.: 1993-Present



Ryder Taff is 50% owner and a registered investment adviser representative of New Perspectives, Inc. Ryder Taff's education is as follows:

Murrah High School: 2002-2004  
 Mississippi School for Mathematics and Science: Graduated 2006  
 University of Bristol, Bristol England: Graduated 2009  
 Belhaven University: Attended 2010  
 Chartered Financial Analyst charter: 2015  
 Certificate of Investment Performance Measurement: 2015

- OUTSIDE ACTIVITIES:

Ryder Taff has received compensation from Parents and Kids magazine for a regular personal finance column. Ryder Taff serves on the boards of the CFA Society of Mississippi, the Mississippi School for Mathematics and Science Foundation and the Rotary Club of Madison-Ridgeland.

- Neither New Perspectives, Inc. nor any supervised person is compensated for advisory services with performance-based fees.
- Neither New Perspectives, Inc. nor any supervised person has been involved any of the following:
  1. An award or otherwise found liable in any arbitration claim alleging damages in excess of \$2,500 involving any of the following:
    - an investment or investment related business or activity
    - fraud, false statements or omissions
    - theft, embezzlement or other wrongful taking of property
    - bribery, forgery, counterfeiting or extortion
    - dishonest, unfair or unethical practices
  2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
    - an investment or investment related business or activity
    - fraud, false statements or omissions
    - theft, embezzlement or other wrongful taking of property
    - bribery, forgery, counterfeiting or extortion
    - dishonest, unfair or unethical practices
- Neither New Perspectives, Inc. nor any supervised person has a relationship or arrangement with any issuer of securities.