

Uniform Application for Investment Adviser Registration

Part II - Page 1

OMB APPROVAL

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Name of Investment Adviser:

Fairway Wealth Management LLC

Address: (Number and Street)

(City)

(State)

(Zip Code)

Area Code Telephone Number

6393 Oak Tree Blvd., Suite 108

Cleveland

OH

44131

216 573-7200

**This part of Form ADV gives information about the investment adviser and its business for the use of clients.
The information has not been approved or verified by any governmental authority.**

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(Schedules A, B, C, D, and E are included with Part I of this Form, for the use of regulatory bodies, and are not distributed to clients.)

Potential Persons who are not to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

Applicant: Fairway Wealth Management LLC	SEC File Number: 801- 61106	Date: 03-26-10
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1. A. Advisory Services and Fees. (check the applicable boxes)

For each type of service provided, state the approximate % of total advisory billings from that service. (See instruction below.)

Applicant:

- | | |
|---|---------|
| <input checked="" type="checkbox"/> (1) Provides investment supervisory services | 70 % |
| <input type="checkbox"/> (2) Manages investment advisory accounts not involving investment supervisory services | _____ % |
| <input type="checkbox"/> (3) Furnishes investment advice through consultations not included in either service described above | _____ % |
| <input type="checkbox"/> (4) Issues periodicals about securities by subscription | _____ % |
| <input type="checkbox"/> (5) Issues special reports about securities not included in any service described above | _____ % |
| <input type="checkbox"/> (6) Issues, not as part of any service described above, any charts, graphs, formulas, or other devices which client may use to evaluate securities | _____ % |
| <input checked="" type="checkbox"/> (7) On more than an occasional basis, furnishes advice to clients on matters not involving securities | 30 % |
| <input type="checkbox"/> (8) Provides a timing service | _____ % |
| <input type="checkbox"/> (9) Furnishes advice about securities in any manner not described above | _____ % |

(Percentages should be based on applicant's last fiscal year. If applicant has not completed its first fiscal year, provide estimates of advisory billings for that year and state that the percentages are estimates.)

Yes No

B. Does applicant call any of the services it checked above financial planning or some similar term?

☒ ☐

C. Applicant offers investment advisory services for: (check all that apply)

- | | |
|--|--|
| <input checked="" type="checkbox"/> (1) A percentage of assets under management | <input type="checkbox"/> (4) Subscription fees |
| <input checked="" type="checkbox"/> (2) Hourly charges | <input type="checkbox"/> (5) Commissions |
| <input checked="" type="checkbox"/> (3) Fixed fees (not including subscription fees) | <input type="checkbox"/> (6) Other |

D. For each checked box in A above, describe on Schedule F:

- the services provided, including the name of any publication or report issued by the adviser on a subscription basis or for a fee
- applicant's basic fee schedule, how fees are charged and whether its fees are negotiable
- when compensation is payable, and if compensation is payable before service is provided, how a client may get a refund or may terminate an investment advisory contract before its expiration date

2. Types of Clients -- Applicant generally provides investment advice to: (check those that apply)

- | | |
|---|--|
| <input checked="" type="checkbox"/> A. Individuals | <input checked="" type="checkbox"/> E. Trusts, estates, or charitable organizations |
| <input type="checkbox"/> B. Banks or thrift institutions | <input checked="" type="checkbox"/> F. Corporations or business entities other than those listed above |
| <input type="checkbox"/> C. Investment companies | <input type="checkbox"/> G. Other (describe on Schedule F) |
| <input checked="" type="checkbox"/> D. Pension and profit sharing plans | |

Answer all items. Complete amended pages in full, circle amended items and file with execution page (page 1).

3. Types of Investments Applicant offers advice on the following: (check those that apply)

- | | |
|---|---|
| <input type="checkbox"/> A. Equity securities | <input type="checkbox"/> H. United States governmental securities |
| <input type="checkbox"/> (1) exchange-listed securities | |
| <input type="checkbox"/> (2) securities traded over-the-counter | <input type="checkbox"/> I. Options contracts on: |
| <input type="checkbox"/> (3) foreign issuers | <input type="checkbox"/> (1) securities |
| | <input type="checkbox"/> (2) commodities |
| <input type="checkbox"/> B. Warrants | |
| <input type="checkbox"/> C. Corporate debt securities | <input type="checkbox"/> J. Futures contracts on: |
| (other than commercial paper) | <input type="checkbox"/> (1) tangibles |
| <input type="checkbox"/> D. Commercial paper | <input type="checkbox"/> (2) intangibles |
| <input type="checkbox"/> E. Certificates of deposit | |
| <input type="checkbox"/> F. Municipal securities | <input type="checkbox"/> K. Interests in partnerships investing in: |
| | <input type="checkbox"/> (1) real estate |
| <input type="checkbox"/> G. Investment company securities: | <input type="checkbox"/> (2) oil and gas interests |
| <input type="checkbox"/> (1) variable life insurance | <input type="checkbox"/> (3) other (explain on Schedule F) |
| <input type="checkbox"/> (2) variable annuities | |
| <input type="checkbox"/> (3) mutual fund shares | <input type="checkbox"/> L. Other (explain on Schedule F) |

4. Methods of Analysis, Sources of Information, and Investment Strategies.

A. Applicant's security analysis methods include: (check those that apply)

- | | |
|--|--|
| <input type="checkbox"/> (1) Charting | <input type="checkbox"/> (4) Cyclical |
| <input type="checkbox"/> (2) Fundamental | <input type="checkbox"/> (5) Other (explain on Schedule F) |
| <input type="checkbox"/> (3) Technical | |

B. The main sources of information applicant uses include: (check those that apply)

- | | |
|--|--|
| <input type="checkbox"/> (1) Financial newspapers and magazines | <input type="checkbox"/> (5) Timing services |
| <input type="checkbox"/> (2) Inspections of corporate activities | <input type="checkbox"/> (6) Annual reports, prospectuses, filings with the Securities and Exchange Commission |
| <input type="checkbox"/> (3) Research materials prepared by others | <input type="checkbox"/> (7) Company press releases |
| <input type="checkbox"/> (4) Corporate rating services | <input type="checkbox"/> (8) Other (explain on Schedule F) |

C. The investment strategies used to implement any investment advice given to clients include: (check those that apply)

- | | |
|--|--|
| <input type="checkbox"/> (1) Long term purchases (securities held at least a year) | <input type="checkbox"/> (5) Margin transactions |
| <input type="checkbox"/> (2) Short term purchases (securities sold within a year) | <input type="checkbox"/> (6) Option writing, including covered options, uncovered options, or spreading strategies |
| <input type="checkbox"/> (3) Trading (securities sold within 30 days) | <input type="checkbox"/> (7) Other (explain on Schedule F) |
| <input type="checkbox"/> (4) Short sales | |

Answer all items. Complete amended pages in full, circle amended items and file with execution page (page 1).

5. Education and Business Standards.

Yes No

Are there any general standards of education or business experience that applicant requires of those involved in determining or giving investment advice to clients?.....

☒ ☐

(If yes, describe these standards on Schedule F.)

6. Education and Business Background.

For:

- each member of the investment committee or group that determines general investment advice to be given to clients, or
- if the applicant has no investment committee or group, each individual who determines general investment advice given to clients (if more than five, respond only for their supervisors)
- each principal executive officer of applicant or each person with similar status or performing similar functions.

On Schedule F, give the:

- name
- formal education after high school
- year of birth
- business background for the preceding five years

7. Other Business Activities. (check those that apply)

- ☒ A. Applicant is actively engaged in a business other than giving investment advice.
- ☒ B. Applicant sells products or services other than investment advice to clients.
- ☐ C. The principal business of applicant or its principal executive officers involves something other than providing investment advice.

(For each checked box describe the other activities, including the time spent on them, on Schedule F.)

8. Other Financial Industry Activities or Affiliations. (check those that apply)

- ☐ A. Applicant is registered (or has an application pending) as a securities broker-dealer.
- ☐ B. Applicant is registered (or has an application pending) as a futures commission merchant, commodity pool operator or commodity trading adviser.
- C. Applicant has arrangements that are material to its advisory business or its clients with a related person who is a:
- | | |
|---|---|
| <input type="radio"/> (1) broker-dealer | <input type="radio"/> (7) accounting firm |
| <input type="radio"/> (2) investment company | <input type="radio"/> (8) law firm |
| <input type="radio"/> (3) other investment adviser | <input checked="" type="radio"/> (9) insurance company or agency |
| <input type="radio"/> (4) financial planning firm | <input type="radio"/> (10) pension consultant |
| <input type="radio"/> (5) commodity pool operator, commodity trading adviser or futures commission merchant | <input type="radio"/> (11) real estate broker or dealer |
| <input type="radio"/> (6) banking or thrift institution | <input type="radio"/> (12) entity that creates or packages limited partnerships |

(For each checked box in C, on Schedule F identify the related person and describe the relationship and the arrangements.)

Yes No

- D. Is applicant or a related person a general partner in any partnership in which clients are solicited to invest?...

☐ ☒

(If yes, describe on Schedule F the partnerships and what they invest in.)

Answer all items. Complete amended pages in full, circle amended items and file with execution page (page 1).

Applicant: Fairway Wealth Management LLC	SEC File Number: 801- 61106	Date: 03-26-10
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9. Participation of Interest in Client Transactions.

Applicant or a related person: (check those that apply)

- ☒ A. As principal, buys securities for itself from or sells securities it owns to any client.
- ☒ B. As broker or agent effects securities transactions for compensation for any client.
- ☒ C. As broker or agent for any person other than a client effects transactions in which client securities are sold to or bought from a brokerage customer.
- ☒ D. Recommends to clients that they buy or sell securities or investment products in which the applicant or a related person has some financial interest.
- ☐ E. Buys or sells for itself securities that it also recommends to clients.

(For each box checked, describe on Schedule F when the applicant or a related person engages in these transactions and what restrictions, internal procedures, or disclosures are used for conflicts of interest in those transactions.)

Describe, on Schedule F, your code of ethics, and state that you will provide a copy of your code of ethics to any client or prospective client upon request.

- | | | |
|--|-------------------------------------|--------------------------|
| 10. Conditions for Managing Accounts. Does the applicant provide investment supervisory services, manage investment advisory accounts or hold itself out as providing financial planning or some similarly termed services <i>and</i> impose a minimum dollar value of assets or other conditions for starting or maintaining an account? | Yes | No |
| | <input checked="" type="checkbox"/> | <input type="checkbox"/> |

(If yes, describe on Schedule F.)

- 11. Review of Accounts.** If applicant provides investment supervisory services, manages investment advisory accounts, or holds itself out as providing financial planning or some similarly termed services:

- A. Describe below the reviews and reviewers of the accounts. **For reviews**, include their frequency, different levels, and triggers factors. **For reviewers**, include the number of reviewers, their titles and functions, instructions they receive from applicant on performing reviews, and number of accounts assigned each.
See Schedule F, Item 11.A.

- B. Describe below the nature and frequency of regular reports to clients on their accounts.
See Schedule F, Item 11.B.

12. Investment or Brokerage Discretion.

A. Does applicant or any related person have authority to determine, without obtaining specific client consent, the:

- | | | |
|--|-----------------------|-----------------------|
| (1) securities to be bought or sold? | Yes | No |
| | <input type="radio"/> | <input type="radio"/> |
| (2) amount of the securities to be bought or sold? | Yes | No |
| | <input type="radio"/> | <input type="radio"/> |
| (3) broker or dealer to be used? | Yes | No |
| | <input type="radio"/> | <input type="radio"/> |
| (4) commission rates paid? | Yes | No |
| | <input type="radio"/> | <input type="radio"/> |

B. Does applicant or a related person suggest brokers to clients?	Yes	No
	<input type="radio"/>	<input type="radio"/>

For each yes answer to A describe on Schedule F any limitations on the authority. For each yes to A(3), A(4) or B, describe on Schedule F the factors considered in selecting brokers and determining the reasonableness of their commissions. If the value of products, research and services given to the applicant or a related person is a factor, describe:

- the products, research and services
- whether clients may pay commission higher than those obtainable from other brokers in return for those products and services
- whether research is used to service all of applicant's accounts or just those accounts paying for it; and
- any procedures the applicant used during the last fiscal year to direct client transactions to a particular broker in return for products and research services received.

13. Additional Compensation.

Does the applicant or a related person have any arrangements, oral or in writing, where it:

- | | | |
|---|-----------------------|-----------------------|
| A. is paid cash by or receives some economic benefit (including commissions, equipment or non-research services) from a non-client in connection with giving advice to clients? | Yes | No |
| | <input type="radio"/> | <input type="radio"/> |
| B. directly or indirectly compensates any person for client referrals? | Yes | No |
| | <input type="radio"/> | <input type="radio"/> |

(For each yes, describe the arrangements on Schedule F.)

14. Balance Sheet. Applicant must provide a balance sheet for the most recent fiscal year on Schedule G if applicant:

- has custody of client funds or securities (unless applicant is registered or registering only with the Securities and Exchange Commission); or
 - requires prepayment of more than \$500 in fees per client and 6 or more months in advance
- Has applicant provided a Schedule G balance sheet?
- | | | |
|--|-----------------------|-----------------------|
| | Yes | No |
| | <input type="radio"/> | <input type="radio"/> |

Answer all items. Complete amended pages in full, circle amended items and file with execution page (page 1).

**Schedule F of
Form ADV
Continuation Sheet for Form ADV
Part II**

Applicant:	SEC File Number:	Date:
Fairway Wealth Management LLC	801- 61106	03-26-10

(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of applicant exactly as stated in Item 1A of Form ADV: Fairway Wealth Management LLC	IRS Empl. Ident. No.: 41-2040353
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Item of Form (identify)	Answer
1. D.	<p><u>ADVISORY SERVICES AND FEES</u></p> <p>Fairway Wealth Management LLC (FWM) is an independent, fee-only consulting firm, providing services to two distinct client types: affluent families and company sponsored retirement plans.</p> <p><u>Services to Affluent Families</u></p> <p>The core of FWM's business is providing integrated wealth management and family office services to a select group of private clients. FWM's primary mission is to solve financial problems and provide wealth management leadership, so our clients' lives can be easier and richer. FWM does this by guiding clients through strategic wealth-related decisions, based upon goals for their personal lifestyle and family and charitable legacies. Once new plans are designed or existing plans enhanced, FWM serves as the focal point for investment management, tax and financial planning, and advisory team coordination.</p> <p>FWM offers wealth management services to affluent families that can be grouped into three main categories.</p> <p>Family Office Services (Also described as Wealth Management Services)</p> <p>Family Office Services are at the core of FWM's services. In this capacity, FWM serves as a family's advocate and chief financial officer, providing independent and comprehensive wealth management services. On an ongoing basis, family office clients are provided assistance with their wealth management needs in a wide variety of areas. Specific areas of assistance typically include investment advisory services, income tax planning, implementation of estate and charitable giving plans, management of ongoing cash flows, administration of insurance policies, and leadership in coordination of services with other professional advisors.</p> <p>Clients wishing to engage FWM for family office services will be required to sign an advisory agreement which will describe FWM's services, responsibilities, fees, and general business terms. FWM will usually charge either a fixed annual retainer or asset-based fee for these services, billed quarterly in advance. When fees are asset-based, FWM and the client must agree on which assets fall under the clients "assets under management". While FWM recognizes there is the potential for a slight inherent conflict of interest when fees are asset-based, FWM's internal policies and procedures, as well as the ethical requirements of Registered Investment Advisors, CFPs and/or CPAs, require that the clients' interests must always come first.</p> <p>Clients may terminate services at any time and a pro-rata refund (by day) of any fees paid will be made to the client. Fees for family office services may be charged on an hourly basis in certain circumstances. Hourly fees range from \$100 to \$400 per hour, based on the nature and complexity of the engagement and the associated professional of FWM who is providing the service. Hourly fees will be billed periodically as services are performed.</p>

Complete amended pages in full, circle amended items and file with execution page (page 1). PAGE 1

**Schedule F of
Form ADV
Continuation Sheet for Form ADV
Part II**

Applicant:	SEC File Number:	Date:
Fairway Wealth Management LLC	801- 61106	03-26-10

(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of applicant exactly as stated in Item 1A of Form ADV: Fairway Wealth Management LLC	IRS Empl. Ident. No.: 41-2040353
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Item of Form (identify)	Answer
1. D. (continued)	<p>Investment advisory services are typically provided to family office clients under the investment advisory platform described below. For those clients whose fees are based on assets under management, the fee schedule on the next page generally applies. For those clients paying a fixed annual retainer, no separate investment advisory fee (based on assets under management) is charged. Rather, investment advisory fees are included in a client's annual retainer.</p> <p>Investment Advisory Services</p> <p>FWM believes private, high wealth investors face many unique and often radically different challenges than those facing institutional investors. With a very significant percentage of the investable assets in the world being invested on behalf of institutions (i.e. pensions plans, foundations, retirement plans, etc.), those unique challenges often don't get the attention they deserve. Private investors must pay taxes; they have a variety of goals that change over time; they face uncertainty in both their cash flows and the markets; they, and those close to them, don't always act rationally; they are susceptible to higher costs and conflicts of interest in terms of product offerings; and they usually can't afford to make a big mistake.</p> <p>FWM's Investment Advisory Services to the affluent focus directly on managing the unique challenges of the private investor. FWM's process begins with an assessment of the client's goals, objectives, time horizon, and risk tolerance. FWM analyzes the client's current portfolio and investment strategy and then educates the client on investment principles and how a client should relate an investment plan to specific financial goals. FWM then develops and presents a series of asset allocation models that are consistent with the client's stated investment objectives, risk tolerance, and overall financial goals. It is the client's decision to select the asset allocation model of their choice.</p> <p>FWM will then assist the client in developing a summary Investment Policy Statement (IPS) which is then reviewed on at least an annual basis.</p> <p>Upon or concurrent with the formalization of the summary IPS, FWM will assist, as necessary, in the selection of appropriate money managers for the client. Assistance in the selection of money managers will focus on matching the investment objectives and philosophies of the client and the manager, along with an assessment of the manager's historical before and after-tax performance, risk-adjusted performance, cost, style consistency and other factors.</p> <p>As explained in Item 11, FWM provides clients with quarterly or semiannual monitoring reports, which assess compliance with the summary IPS, compute and evaluate performance, and summarize portfolio activity.</p>

Complete amended pages in full, circle amended items and file with execution page (page 1). PAGE 2

**Schedule F of
Form ADV
Continuation Sheet for Form ADV
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Applicant:	SEC File Number:	Date:
Fairway Wealth Management LLC	801- 61106	03-26-10

(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of applicant exactly as stated in Item 1A of Form ADV: Fairway Wealth Management LLC	IRS Empl. Ident. No.: 41-2040353
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Item of Form (identify)	Answer
1. D. (continued)	<p>For Investment Advisory Services, clients pay an annual fee based on a percentage of assets under FWM's management, as follows:</p> <ul style="list-style-type: none"> ● 0.75% on the first \$5,000,000 ● 0.25% on amounts above \$5,000,000 <p>The fee schedule is negotiable based upon portfolio size and other business considerations. Fees are paid quarterly, in advance, and are based on the market value of a client's assets under management as of the last day of the prior quarter. Fees for the first quarter will be payable in arrears and will be prorated for the number of days that services were provided. Clients may terminate services at any time and a pro-rata refund (by day) of any fees paid will be made to the client. Clients who terminate their agreement within five (5) days of signing the agreement will be provided a full refund. To ensure clear communication, a termination notice must be issued in writing by the client.</p> <p>In addition to the fees charged for FWM's services, each investment manager utilized will charge their own fee. These management fees should not be confused with "loads" or commissions, but are the manager or mutual fund's cost for operating their investment management business. As a fee-only firm, FWM does not receive any compensation, either directly or indirectly from money managers, mutual funds, brokerage firms, or any other source other than the fees paid to FWM by clients. FWM does receive non-monetary benefits from Charles Schwab & Co. as outlined below.</p> <p>Strategic Planning Services</p> <p>Clients can engage FWM to assist with general financial planning needs in a variety of areas. This assistance can range from the preparation of a comprehensive financial plan to more focused modular planning. Strategic planning services are based on client needs and requests, but typically address any or all of the following areas:</p> <ul style="list-style-type: none"> ● Strategic Wealth Allocation ● Income Tax Preparation and Planning ● Cash Flow Planning ● Insurance Planning ● Investment Strategy and Analysis ● Stock Option Planning ● Estate Planning ● Charitable Gift Planning ● Retirement Planning ● Asset Acquisition Planning

Complete amended pages in full, circle amended items and file with execution page (page 1). PAGE 3

**Schedule F of
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(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of applicant exactly as stated in Item 1A of Form ADV: Fairway Wealth Management LLC	IRS Empl. Ident. No.: 41-2040353
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Item of Form (identify)	Answer
1. D. (continued)	<p>Before beginning any Strategic Planning Services, FWM will require the client to sign an advisory agreement, which will describe FWM's services, responsibilities, fees, and general business terms. FWM will charge either a fixed fee or provide services on an hourly rate for Strategic Planning Services. Hourly fees range from \$100 to \$400 per hour, based on the nature and complexity of the engagement and the associated professional of FWM who is providing the service. Fees will be billed periodically as services are performed.</p> <p><u>Services to Company Sponsored Retirement Plans</u></p> <p>FWM is a consultant to both plan sponsors and retirement plan providers. FWM's primary mission is to help plan sponsors meet their fiduciary responsibilities by developing and maintaining a prudent process for the selection and oversight of the investment options offered in their plans. FWM typically provides services to plan sponsors and providers in two phases:</p> <p>Manager Review, Manager Selection and Investment Policy Development</p> <p>Clients may engage FWM to review their existing manager lineup and provide advice to improve or enhance their existing platform. FWM will review the managers currently offered in the plan, assess other manager options that could be available and suggest opportunities for improvement. Improvements could come through better performance, lower costs, or a broader and more diversified set of offerings for plan participants.</p> <p>FWM also works with clients who are implementing new plans or changing plan providers. If desired, FWM will assist the client in evaluating the investment-related merits of alternative providers being considered by the client. FWM also assists clients in selecting the array of managers to be offered in the plan, from a list of managers available from the plan provider.</p> <p>FWM will work with the client to prepare an Investment Policy Statement (IPS) customized and tailored to meet the specific objectives and plan features of each client. The IPS will be reviewed and signed by the client.</p>

Complete amended pages in full, circle amended items and file with execution page (page 1). PAGE 4

**Schedule F of
Form ADV
Continuation Sheet for Form ADV
Part II**

Applicant: Fairway Wealth Management LLC	SEC File Number: 801- 61106	Date: 03-26-10
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(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

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Item of Form (identify)	Answer
1. D. (continued)	<p>Ongoing Monitoring</p> <p>FWM assists its retirement plan clients with the ongoing monitoring and due diligence of managers offered in each plan. FWM prepares a periodic report, which typically includes the following information:</p> <ul style="list-style-type: none"> ● An analysis of the financial markets ● Review of current and historical plan allocations ● Summarized manager, peer group, and benchmark performance information ● Detailed written analysis of notable manager activity (such as significant under-performance) ● Detailed quantitative review of manager performance and style consistency ● Maintenance of watch list ● Recommendations on manager changes, if necessary <p>FWM typically meets with clients to review each periodic report. As part of the ongoing service, FWM also assists clients in making changes to their IPS and identifying, evaluating, and selecting new funds for the plan, as necessary.</p> <p>FWM will charge either a fixed retainer, an asset-based fee, or provide services on an hourly rate for services to retirement plan clients. Given the varying nature of these relationships, FWM does not have an asset-based fee schedule that applies to its retirement plan clients. Fees are negotiated on a case-by-case basis. Fees for services performed on an hourly basis range from \$100 to \$400 per hour, based on the nature and complexity of the engagement and the associated professional of FWM who is providing the service. Clients may terminate services at any time and a pro-rata refund (by day) of any fees paid will be made to the client. Fees will be billed periodically as services are performed.</p> <p><u>TYPES OF INVESTMENTS</u></p> <p>FWM will provide generic advice on securities of all types but, except as provided herein, does not recommend specific securities or specific industry sectors.</p> <p>FWM will assist clients in identifying separate account managers, mutual funds, exchange-traded funds (ETFs), and/or alternative investments in asset classes that match the client's risk profile and individual goals. Assistance with manager selection is facilitated through published historical performance and ranking data, analysis by FWM, and direct contact with such managers. As stated in Item 12. A. below, FWM does not take discretionary authority over client accounts. FWM will assist the client, upon request, in reviewing one or several managers in each asset class for further consideration. Subsequent to this review, the client will ultimately make the selection of money managers by providing a verbal or written acknowledgment of their selection. Even if only one manager is reviewed, the client is still expected to provide their approval of FWM's recommendation.</p>
3.	

Complete amended pages in full, circle amended items and file with execution page (page 1). PAGE 5

**Schedule F of
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Applicant:	SEC File Number:	Date:
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Item of Form (identify)	Answer
	<p>When a client's situation warrants the use of mutual funds, FWM will only consider those funds with no-load, or for which the load is waived and the fund can be purchased at its net asset value (NAV). FWM will not be compensated in any manner by any separate account manager, mutual fund, or other financial product for placing a client in a particular investment product.</p> <p>FWM may make recommendations with respect to the purchase or sale of specific securities as may be appropriate in the course of providing advice on tax and estate planning matters. For example, FWM may compare the consequences of gifting an individual security to charity and make recommendations for tax and financial planning reasons. Alternatively, FWM may analyze the purchase or sale of employer securities as part of an employee stock-option exercise program or a concentrated stock diversification program. These recommendations are determined primarily from risk, tax, cash flow and estate planning considerations rather than the intrinsic merits of the specific security as an investment.</p> <p><u>METHODS OF ANALYSIS, SOURCES OF INFORMATION, STRATEGIES</u></p> <p>4. A. FWM does not analyze individual security issues and, except as described above, does not recommend the purchase or sale of individual issues.</p> <p>4. B. FWM utilizes a variety of sources of information, covering a broad number of financially-related matters, to help enhance the value that can be provided to clients. Most of this information comes from publicly available sources. Such information may be obtainable in print, on computer media, or via the Internet. Company prepared materials (such as information on specific money managers) and research information prepared by others may also be used.</p> <p>4. C. The investment advice provided to clients of FWM will be based upon a number of factors, including the client's investment objectives and financial goals, risk tolerance, investment time horizon, asset class preferences, liquidity needs, tax considerations, return expectations, and general economic conditions. FWM places particular focus on the tenants of Modern Portfolio Theory and the impact of taxes on the high net worth investor. As a result, investment planning for the affluent will focus first on the development of an optimal after-tax asset allocation strategy.</p> <p>The investment plan will contain assets in classes in which FWM believes have attractive combinations of return, risk, and correlation. Dual consideration is placed on both which asset classes to utilize, and in which type of account such asset classes should be located (i.e. taxable account or retirement account), to help maximize a client's after-tax return for the total portfolio. Once an asset allocation strategy is agreed-upon, FWM will then assist in the development of a summary Investment Policy Statement (IPS) for affluent families or a full IPS for company sponsored retirement plan clients. The IPS serves as the investor's "business plan", outlining the policies and procedures the client and FWM will follow. Topics addressed in a typical IPS may include the target asset allocation, investment and financial goals, time horizon, return expectations, risk tolerance, tax considerations, criteria for manager selection, frequency of portfolio monitoring and rebalancing, and evaluation criteria for managers.</p>

Complete amended pages in full, circle amended items and file with execution page (page 1). PAGE 6

**Schedule F of
Form ADV
Continuation Sheet for Form ADV
Part II**

Applicant:	SEC File Number:	Date:
Fairway Wealth Management LLC	801- 61106	03-26-10

(Do not use this Schedule as a continuation sheet for Form ADV Part I or any other schedules.)

1. Full name of applicant exactly as stated in Item 1A of Form ADV: Fairway Wealth Management LLC	IRS Empl. Ident. No.: 41-2040353
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Item of Form (identify)	Answer
5.	<p>Upon or concurrent with the formalization of the IPS, FWM will assist in the selection of appropriate money managers for the client. Assistance in the selection of money managers will focus on matching the investment objectives and philosophies of the client and the manager, along with an assessment of the manager's historical before and after-tax performance, risk-adjusted performance, cost, style consistency, and other factors.</p> <p><u>EDUCATION AND BUSINESS STANDARDS</u></p> <p>All persons providing investment advice to clients will have at least a four-year college degree and will be licensed as, or be enrolled in the program to become, a Certified Financial Planner designee (CFP) or Chartered Financial Analyst (CFA). Additionally, such persons must meet the applicable examination and filing requirements of the states in which FWM conducts its wealth management business. FWM also encourages advisors to obtain other credentials that will help enhance their skills, such as Certified Public Accountant (CPA), Personal Financial Specialist (PFS), and Certified Investment Management Analyst (CIMA).</p>
6.	<p><u>EDUCATION AND BUSINESS BACKGROUND</u></p> <ul style="list-style-type: none"> ● Daniel R. Gaugler <ul style="list-style-type: none"> ○ Born: 1964 ○ Education Background: <ul style="list-style-type: none"> ■ John Carroll University, BSBA, Accounting, 1986 ■ Cleveland State University, MBA, Finance, 1993 ■ Certified Financial Planner (CFP), 1995 ■ Personal Financial Specialist (PFS), 1995 ■ Certified Public Accountant (CPA), 1988 ○ Business Background: <ul style="list-style-type: none"> ■ Fairway Wealth Management LLC, CEO and Managing Director, (6/02 - Present) ■ Deloitte & Touche LLP, NE Ohio Private Client Advisors Practice Leader, (11/96 - 6/02) ■ KPMG Peat Marwick LLP (1/95 - 11/96) ■ Investment Advisors International Inc. (10/91 - 12/94) ■ Deloitte & Touche LLP (5/84 - 9/91) ● Mark S. Weiskind <ul style="list-style-type: none"> ○ Born: 1971 ○ Education Background: <ul style="list-style-type: none"> ■ Miami University, BS in Accounting & Finance, 1993 ■ Certified Financial Planner (CFP), 1998 ■ Personal Financial Specialist (PFS), 2001 ■ Certified Public Accountant (CPA), 1995 ○ Business Background: <ul style="list-style-type: none"> ■ Fairway Wealth Management LLC, Managing Director, (6/02 -Present) ■ Deloitte & Touche, Senior Investment Consultant/Manager, (9/93 - 6/02)

Complete amended pages in full, circle amended items and file with execution page (page 1). PAGE 7

**Schedule F of
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Part II**

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	<ul style="list-style-type: none"> ● Terry J. Waye <ul style="list-style-type: none"> ○ Born: 1967 ○ Education Background: <ul style="list-style-type: none"> ■ Kent State University, BS in Accounting, 1991 ■ Certified Financial Planner (CFP), 2003 ○ Business Background: <ul style="list-style-type: none"> ■ Fairway Wealth Management LLC, Senior Manager, (10/06- Present) ■ First Merit Bank, Advisor, (10/05-10/06) ■ Gries Financial, LLC, Financial Planner (9/97-10/05) ■ Chess Financial, Associate Financial Planner, (1/95-9/97) ■ Lincoln National Life Insurance, Registered Representative (1/93-1/95) ● Matthew M. Garrott <ul style="list-style-type: none"> ○ Born: 1980 ○ Education Background: <ul style="list-style-type: none"> ■ Ohio Northern University, Business Administration, 2002 ■ Certified Investment Management Analyst (CIMA), 2008 ○ Business Background: <ul style="list-style-type: none"> ■ Fairway Wealth Management LLC, Portfolio Analyst, (2/06- Present) ■ Skylight Financial Group (9/05-2/06) ■ National City Bank (9/02-2/06)
7. A. and 7. B.	<p><u>OTHER BUSINESS ACTIVITIES</u></p> <p>As stated in Item 1.D., FWM provides total wealth management services to its affluent clients. Clients can select from an array of services, such as strategic wealth allocation, estate planning, retirement planning, asset acquisition services, and family office services. These areas of planning may not involve providing specific investment advice. FWM may charge separate consulting fees for such non-investment advisory services. However, FWM is not affiliated with any specific product and is not compensated in any way for the sale of any product.</p>
8. C. (9)	<p><u>OTHER FINANCIAL AFFILIATIONS</u></p> <p>One of FWM's non-managing members, Michael D. Benson, is also the Chairman and CEO of Insurance Management Consultants Inc. (IMC), which is a member firm in M Financial Group. M Financial Group is a nationwide organization of approximately 100 life insurance firms that operates exclusively in the upper end of the wealth transfer and executive benefits market. FWM operates separately and autonomously from IMC and Mr. Benson is not an active participant in the operations of FWM or in the delivery of services to FWM's clients. On the occasion where an FWM client may express an insurance need, FWM may suggest a consultation with IMC. However, FWM clients are under no obligation to meet with or purchase insurance products through IMC.</p>

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9. E.	<p><u>PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS</u></p> <p>As described in Item 1.D., FWM may identify asset classes and provide names of money managers that are compatible with a client's needs. FWM and its members and employees may utilize the same money managers whose names are provided to clients. FWM, and its members and employees, will not receive any fees or other economic benefit from the money managers whose names are provided to clients. Accordingly, FWM does not prohibit itself or its personnel from utilizing such managers. FWM does not believe the fact that employees and clients may utilize some of the same funds and/or managers results in any conflict of interest. In addition, as part of its internal control procedures, FWM requires all employees to report on a quarterly basis certain transactions executed by the employee or any immediate family member during the previous quarter. These reports are reviewed each quarter by FWM's Chief Compliance Officer.</p> <p>FWM has developed a Code of Ethics that establishes rules of conduct for all employees of FWM and is designed to, among other things, govern personal securities trading activities in the accounts of employees. The Code is based upon the principle that FWM and its employees owe a fiduciary duty to FWM's clients to conduct their affairs, including their personal securities transactions, in such a manner as to avoid (i) serving their own personal interests ahead of clients, (ii) taking inappropriate advantage of their position with the firm and (iii) any actual or potential conflicts of interest or any abuse of their position of trust and responsibility.</p> <p>The Code is designed to ensure that the high ethical standards long maintained by FWM continue to be applied. The purpose of the Code is to preclude activities which may lead to or give the appearance of conflicts of interest, insider trading and other forms of prohibited or unethical business conduct. The excellent name and reputation of the firm continues to be a direct reflection of the conduct of each employee. Both FWM and its employees are prohibited from engaging in fraudulent, deceptive or manipulative conduct. Compliance with this section involves more than acting with honesty and good faith alone. It means that the FWM has an affirmative duty of utmost good faith to act solely in the best interest of its clients</p> <p>According to its Code of Ethics, FWM's employees are subject to the following specific fiduciary obligations when dealing with clients:</p> <ul style="list-style-type: none"> ● The duty to have a reasonable, independent basis for the investment advice provided; ● The duty to obtain best execution for a client's transactions where the Firm is in a position to do so; ● The duty to ensure that investment advice is suitable to meeting the client's individual objectives, needs and circumstances; and ● A duty to be loyal to clients. <p>In meeting its fiduciary responsibilities to its clients, FWM expects every employee to demonstrate the highest standards of ethical conduct for continued employment with FWM. Strict compliance with the provisions of the Code shall be considered a basic condition of employment. Employees of FWM are informed upon employment that a material breach of the provisions of the Code may constitute grounds for disciplinary action, including termination of employment with FWM.</p>

Complete amended pages in full, circle amended items and file with execution page (page 1). PAGE 9

**Schedule F of
Form ADV
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Part II**

Applicant: Fairway Wealth Management LLC	SEC File Number: 801- 61106	Date: 03-26-10
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Item of Form (identify)	Answer
11. A.	<p>FWM's full Code of Ethics will be provided to any client or prospective client, upon request.</p> <p><u>REVIEW OF ACCOUNTS</u></p> <p>For those clients being provided Investment Advisory Services, reviews of client accounts will be conducted on a quarterly basis at a minimum. Reviews are performed by either Daniel R. Gaugler, Mark S. Weiskind or Terry Waye. There is no minimum or maximum number of accounts assigned for each reviewer, but reviews are split approximately evenly between the reviewers. For affluent clients, typical elements of a quarterly review include an assessment of a client's actual asset allocation as compared to the strategic allocation targets, a review of overall portfolio performance, an assessment of the performance of each money manager the client is utilizing, and an update on the client's cash flow situation. For retirement plan clients, quarterly reviews typically include a review of the plan's allocation and a performance review of each fund in the plan.</p> <p>Beyond the normal quarterly review, account reviews may be triggered by any or more of the following events, including a specific client request, changes in a client's individual circumstances, an issue with any of a client's money managers, or a material economic or political event that could affect a client.</p>
11. B.	<p>Investment Advisory Services clients will receive a consolidated report from FWM either quarterly or semi-annually, which includes all accounts under FWM's advisement. For affluent clients, these reports will at a minimum include a portfolio performance summary (which includes an account reconciliation and net rate of return for both the quarter and various periods of time since a client's inception with FWM), a quarterly performance history review, a summary of holdings (including cost basis information), and an asset allocation review. For taxable accounts, realized gain/loss reports will be provided at least annually. All performance-related reporting will include comparisons to appropriate benchmarks and/or peer groups. Additional reporting is available upon client request, or as deemed valuable by FWM.</p> <p>In addition to the quarterly or semi-annual reports provided by FWM, clients will also receive monthly or quarterly statements from their custodian or retirement plan sponsor. Additional reporting may also be provided.</p>
12 .A. (1), (2)	<p><u>INVESTMENT OR BROKERAGE DISCRETION</u></p> <p>FWM may provide specific money manager and mutual fund recommendations to clients, but has no discretionary authority to determine which managers or funds they utilize or in what increment. All transactions must first be approved by the client. Clients may execute a Limited Power of Attorney (LPOA) providing FWM the ability to execute previously agreed-upon transactions. Additionally, clients may execute an LPOA to authorize their custodian to pay FWM's normal advisory fees, as invoiced by FWM to the client in accordance with FWM's Investment Advisory Agreement.</p>

Complete amended pages in full, circle amended items and file with execution page (page 1). PAGE 10

**Schedule F of
Form ADV
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Applicant: Fairway Wealth Management LLC	SEC File Number: 801- 61106	Date: 03-26-10
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12.B.	<p>FWM may recommend that clients establish brokerage accounts with the Schwab Advisor Services division of Charles Schwab & Co., Inc. (Schwab), a FNRA-registered broker-dealer, member SIPC, to maintain custody of clients' assets and to effect trades for their accounts. Although FWM may recommend that clients establish accounts at Schwab, it is the client's decision to custody assets with Schwab. FWM is independently owned and operated and not affiliated with Schwab.</p> <p>Schwab provides FWM with access to its institutional trading and custody services which are typically not available to Schwab retail investors. These services generally are available to independent investment advisors on an unsolicited basis, at no charge to them so long as a total of at least \$10 million of the advisor's clients' assets are maintained in accounts at Schwab Advisor Services. These services are not contingent upon FWM committing to Schwab any specific amount of business (assets in custody or trading commissions). Schwab's brokerage services include the execution of securities transactions, custody, research, and access to mutual funds and other investments that are otherwise generally available only to institutional investors or would require a significantly higher minimum initial investment.</p> <p>For FWM client accounts maintained in its custody, Schwab generally does not charge separately for custody services but is compensated by account holders through commissions and other transaction-related or asset-based fees for securities trades that are executed through Schwab or that settle into Schwab accounts.</p> <p>Schwab Advisor Services also makes available to FWM other products and services that benefit FWM but may not directly benefit its clients' accounts. Many of these products and services may be used to service all or some substantial number of FWM's accounts, including accounts not maintained at Schwab.</p> <p>Schwab's products and services that assist FWM in managing and administering clients' accounts include software and other technology that (i) provide access to client account data (such as trade confirmations and account statements); (ii) facilitate trade execution and allocate aggregated trade orders for multiple client accounts; (iii) provide research, pricing and other market data; (iv) facilitate payment of FWM fees from its clients' accounts; and (v) assist with back-office functions, recordkeeping and client reporting.</p> <p>FWM believes its clients do not pay higher commission rates at Schwab Advisor Services than those obtainable from other broker/dealers. FWM's commission structure with Schwab Advisor Services is "institutional" in nature, providing certain discounts from the retail commission schedule of Charles Schwab & Co., along with providing additional product offerings without loads and/or transaction costs. Research services are provided by Schwab Advisor Services to both FWM and its clients. Any research provided by Schwab, or any other broker/dealer, is used to service all FWM clients.</p>

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**Schedule F of
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Part II**

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Item of Form (identify)	Answer
13. A.	<p><u>ADDITIONAL COMPENSATION</u></p> <p>FWM receives no cash from any non-client in connection with giving advice to clients, nor does it accept indirect compensation or material gifts that could unduly influence FWM's investment decisions.</p> <p>As indicated under the disclosure for Item 12.B., FWM utilizes the services of Schwab Advisor Services. Schwab makes available to FWM certain products and services that benefit FWM but may not benefit its client's. Some of these products and services assist FWM in managing and administering client accounts. These include software and other technology that provide access to client account data (such as trade confirmations and account statements); facilitate trade execution; provide research, pricing information and other market data; facilitate payment of FWM's fees from its clients' accounts; and assist with back-office functions, record-keeping and client reporting. Some of these services may be used to service accounts not maintained at Schwab. Schwab Advisor Services also offers other services intended to help FWM manage and further develop its business enterprise. These services may include: (i) compliance, legal and business consulting; (ii) publications and conferences on practice management and business succession; and (iii) access to employee benefits providers, human capital consultants and insurance providers. Schwab may make available, arrange, and/or pay third-party vendors for the types of services rendered to FWM. Schwab Advisor Services may discount or waive fees it would otherwise charge for some of these services or pay all or a part of the fees of a third-party providing these services to FWM. Schwab Advisor Services may also provide other benefits such as educational events or occasional business entertainment of FWM personnel. In evaluating whether to recommend or require that clients custody their assets as Schwab, FWM may take into account the availability of some of the foregoing products and services and other arrangements as part of the total mix of factors it considers and not solely on the nature, cost or quality of custody and brokerage services provided by Schwab, which may create a potential conflict of interest. While as a fiduciary, FWM endeavors to act in its clients best interests, and FWM believes that its relationship with Schwab Advisor Services does not present any conflicts of interest that could have a negative impact on a client.</p>

Complete amended pages in full, circle amended items and file with execution page (page 1). PAGE 12