



FORTUNE

WEALTH MANAGEMENT LLC

Cover Page

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This Form ADV Part 2A (Investment Advisor Brochure) gives information about the investment advisor and its business for the use of clients and prospective clients. If you have any questions about the contents of this brochure, please contact us using one of the methods listed above. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission (“SEC”) or by any state securities authority. Additional information about our firm is available on the SEC’s website at: www.adviserinfo.sec.gov.

Material Changes

As Fortune Wealth Management, LLC was established in 2011, there are no material changes.



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Advisory Business

Fortune Wealth Management, LLC ("FWM") was established in 2011 by Sonja White, Owner. Sonja White, CLU[®], ChFC[®] has been in the financial services industry since 1981.

FWM provides investment management services for clients who have investment accounts with various brokerage firms, mutual fund companies, insurance companies and/or other custodians.

Services are based on the individual needs of the client. We believe that every client is unique; that each has different needs, desires, risk tolerance levels, education and experience. An initial interview and data gathering questionnaire is undertaken to determine the client's financial situation and investment objectives.

Clients have the opportunity to impose reasonable restrictions on the management of the account. Clients have the ability to leave standing instructions with the IA Representative (Rep) to refrain from investing in particular securities or types of securities, or invest in limited amounts of securities. Quarterly the IA Rep will notify the client in writing to contact the IA Rep if there have been any changes in the client's financial situation or investment objectives, or to impose or modify account restrictions. The IA Rep will contact or attempt to contact the client annually on these matters. It is the client's responsibility to notify the IA Rep at any time there are changes.

FWM may provide financial planning consistent with the individual client's financial and tax status and risk/reward objectives. Planning may be comprehensive or segmented and focus on investments, insurance, taxes, and/or estate plans.

As of June 1, 2011, FWM had \$140,000,000 of assets under management on a discretionary basis.

Fees and Compensation

Fees for financial planning and investment advice are based on hourly fees up to \$250 per hour depending on the complexity of the advice. Fees are payable at the time of the delivery of the plan or consultation.

Fees for portfolio management are computed at an annualized percentage of assets under management on a sliding scale. A client may pay a fee up to 1.50% annually on accounts. There is a \$250 per quarter minimum fee for portfolio management. The minimum fee could increase the maximum percentage rate paid on smaller accounts to more than 1.50% annually. Fees are negotiable. Please see the investment advisory agreement for the fee schedule for your asset level.



These fees are for advisory services only and do not include any transaction fees or commissions, which may be charged separately by the custodial firm. See the section heading Brokerage Practices for more information.

For portfolio management the fee will be payable quarterly in arrears. The first payment is assessed and due at the end of the first calendar quarter and will be assessed pro rata in the event the agreement is executed at any time other than the first day of the current calendar quarter. Subsequent payments are due and will be assessed on the first day after the end of each calendar quarter based on the value of the account assets under supervision as of the close of business on the last business day of that quarter.

Generally fees are paid from the account at the custodian where the client has authorized the deduction in accordance with the agreement and statements prepared and submitted to the custodian by FWM. Such statements will reflect all fee withdrawals by FWM. It is the client's responsibility to verify the accuracy of the fee calculation. The custodian will not determine whether the fee is properly calculated. FWM will send an invoice to the client at the same time or before the fee deduction is sent to the custodian.

Several IA Reps of our firm are also Registered Representatives of a broker/dealer, and as such may receive commission-based compensation for the sale of securities and other investment products. FWM and its IA Reps do not double-dip, and will either receive fee-based compensation or commissions on specified assets. Mutual funds recommended under advisory services will be "no-load" or "load-waived." Clients are not obligated to purchase investment products recommended, or to purchase through our firm or affiliated firms.

In addition to fees paid for advisory services with respect to clients' investments in mutual funds, clients pay additional fees on the mutual fund investment because the mutual funds have annual expenses that are deducted from the mutual fund portfolios. Some mutual funds pay an ongoing 12(b)-1 servicing fee. These fees are not paid to FWM but are normally retained by the custodian.

Variable annuities have fees and expenses similar to mutual funds. Variable annuities have various fees paid to the issuing insurance company. In addition, many variable annuities pay commissions. FWM will not charge a fee for investment management of an annuity if the IA Rep is being paid a commission on the investment. If the total costs are lower for the client, the IA Rep will sometimes take commissions on an annuity and waive the management fee.

For portfolio management, services will continue until either party terminates the agreement with written notice. You may terminate the agreement within the first five (5) days of the execution



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of the agreement without penalty. If termination occurs prior to the end of a calendar quarter, the client will be billed for fees due on a pro-rata basis. For financial planning and investment advice, the client may terminate the agreement at any time and pay a fee based on time and effort expended before termination. The agreement for financial planning and investment advice terminates upon delivery of the plan or services.

Performance-Based Fees And Side-By-Side Management

FWM does not charge performance-based fees.

Types of Clients

FWM provides advisory services to individuals, pension and profit sharing plans and other ERISA accounts, trusts, estates, and business entities.

There is no minimum account size. There is no minimum for clients retaining financial planning services.

Methods of Analysis, Investment Strategies, and Risk of Loss

Analysis utilized includes Charting, Fundamental, Technical, and Cyclical. Fundamental and Cyclical analysis deal with the examination of all the material factors of the security, the company, industry in which the company operates, the economy, seasonal and other factors while Technical analysis and Charting examine patterns of the supply and demand of the securities as evidenced by market activity. The potential risks of using Fundamental/Cyclical analysis are that the IA Rep is utilizing historical information, which may not predict the future outcome of a security. The potential risks of using Technical/Charting analysis are the quality of the information being utilized to support the analysis and lack of consideration for fundamental changes in the underlying company.

We analyze mutual funds and variable annuities using independent third-party research reports and databases, information gathered from the mutual fund and annuity companies and from various broker/dealers.

FWM uses asset allocation strategies for portfolio management. We use risk tolerance questionnaires and other client input to develop a target portfolio for each client. The appropriate target portfolio may be chosen from our model portfolios or custom designed to meet the client's needs. We use portfolios of mutual funds, variable annuities and/or individual securities to diversify in accordance with the target portfolio, and we rebalance back to the targets as the portfolios get out of balance. Although we do not normally engage in market



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timing, we will occasionally overweight or underweight certain asset classes if we believe it is prudent to do so.

FWM typically uses the following general investment strategies: long-term (held for more than a year), short-term (held less than a year), short sales, margin transactions, and options writing. Investing in securities involves risks that clients should be prepared to bear. Each type of investment strategy may have unique risk associated with it. A true long term investment strategy can be susceptible to inflation and market downturns. While a short term investment strategy can be subject to market volatility. Losses on short sales can theoretically be infinite if the price of the security sold increases prior to covering or closing the transaction. Margin transaction could be subject to maintenance margin requirements, and margin loans must be repaid regardless of the underlying value of the securities purchased. Options writing has several kinds of risks. An options holder may risk the entire amount paid for the option. An options writer may be assigned the option at any time during which the option is exercisable. Losses in options contracts may be significant.

By its nature, financial planning looks to the long-term. After the client's short-term cash needs and emergency fund are evaluated, investment and insurance strategies are designed to help the client achieve his or her financial goals. The quality of a financial plan is dependent upon the quality of the input provided by the client. If the client provides erroneous or incomplete information, the financial plan may produce inadequate or erroneous recommendations.

There is no guarantee that the investment strategy selected for the client will result in the client's goals being met, nor is there any guarantee of profit or protection from loss. For those investments sold by prospectus, clients should read the prospectus in full.

Disciplinary Information

FWM and its IA Reps do not have any disciplinary history.

Other Financial Industry Activities and Affiliations

Some IA Reps of the firm are licensed as securities salespersons ("Registered Representatives") and insurance agents, and are in the business of selling securities and insurance products. The sale of these products account for less than 5% of time allocated.

Some IA Reps of FWM are associated with Silver Oak Securities, Inc. as Registered Representatives. Silver Oak Securities, Inc. is a diversified financial services company engaged in the design and sale of investment products. We may recommend securities, asset



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management, or insurance products offered by Silver Oak Securities, Inc. or its affiliates. If clients purchase these products through us, we will receive the normal commissions or fees. Thus, a conflict exists between our interests and those of advisory clients. The client is under no obligation to purchase products recommended, or to purchase products either through us or through Silver Oak Securities, Inc. Clients will not be charged a management fee on assets for which the IA Rep is being paid a commission.

IA Reps of the firm are licensed with several life, disability, and other insurance companies. Insurance products offered by these companies may be recommended. If clients purchase these products through us, we receive the normal commissions. Thus a conflict of interest exists between our interests and those of advisory clients. The client is under no obligation to purchase products recommended, or to purchase products either through us or through these insurance companies.

FWM may exercise agreements with other Registered Investment Advisors and recommend other Advisors to clients. In such instances, FWM and/or some of our IA Reps may receive a portion of the account fee or commissions. In these instances, we will make available to the client a “Compensation Disclosure Statement” and the Investment Advisor Brochure for the other Advisor. The client is under no obligation to use the services of the other Advisor(s) recommended.

Code of Ethics, Participation or Interest In Client Transactions, and Personal Trading

FWM maintains a Code of Ethics. The Code of Ethics sets forth standards of conduct expected of advisory personnel; requires compliance with federal securities laws; and, addresses conflicts that arise from personal trading by advisory personnel. Clients or prospective clients may request a copy of the Code of Ethics.

At times FWM and/or its IA Reps may take positions in the same securities as clients, and we will try to avoid conflicts with clients. The firm and its IA Reps will generally be “last in” and “last out” for the trading day when trading occurs in close proximity to client trades. We will not violate our fiduciary responsibilities to our clients. Scalping (trading shortly ahead of clients) is prohibited. Should a conflict occur because of materiality (i.e. a thinly traded stock), disclosure will be made to the client(s) at the time of trading. Incidental trading not deemed to be a conflict (i.e. a purchase or sale which is minimal in relation to the total outstanding value, and as such would have negligible effect on the market price), would not be disclosed at the time of trading.



Brokerage Practices

For portfolio management, the services of Raymond James Financial Services Investment Advisor Division are recommended. The selection is made on the discount rates and execution services available to the client. Clients may pay transaction fees to Raymond James Financial Services for the purchase of mutual funds and individual securities. Raymond James Financial Services provides the clients with consolidated statements. FWM sometimes manages investments in existing accounts that a client has with another brokerage firm.

FWM is not affiliated with Raymond James Financial Services. IA Reps of our firm are not registered representatives of Raymond James Financial Services and do not receive any commissions or fees from recommending these services.

The fees that clients pay to broker/dealers or custodians such as Silver Oak Securities, Inc. or Raymond James Financial Services Investment Advisor Division are separate from fees paid to FWM. These are fees that the broker/dealers and custodians are entitled to for account servicing and maintenance and are not shared with FWM. These fees will be described in the broker/dealer or custodian's account documents.

FWM does not have any soft dollar arrangements. However, it may receive non-economic benefit from a brokerage firm or other custodian in the form of research, products or services, such as the ability to and support for downloading client transactions and access to brokerage firm databases, accounting systems, tax accounting reports, performance evaluation systems, and trading systems. Raymond James Financial Services and/or Silver Oak Securities occasionally sponsor educational sessions and meetings and they sometimes cover a portion or all of the costs for our IA Reps to attend the function. Our IA Reps are able to complete continuing education requirements at reduced or no cost through our association with the brokerage firms. FWM will occasionally allow its IA Reps to visit certain mutual fund, variable annuity and/or broker/dealers firms for purposes of doing due diligence and research of those firms. At times, some or all of the expenses of visiting those companies is provided by the companies themselves.

FWM understands its duty for best execution and considers all factors in making recommendations to clients. While FWM may not always obtain the lowest commission rate, FWM believes the rate is reasonable in relation to the value of the brokerage and research services provided. The amount of assets that FWM places with a custodian affects not only the services provided to FWM but also the fees and costs that the custodians charge the clients. This causes us to recommend only a small number of custodians.

If a client has an account with a custodian other than the firm recommended by FWM, we may provide investment management services within the existing account. It is up to the client to



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negotiate the commission rate, as FWM will not. The client may not be able to negotiate the most competitive rate. As a result, the client may pay more than the rate available through the custodian used by FWM. In such cases, the client may not be able to participate in aggregated (“blocked”) trades, which may help reduce the cost of execution. Where the client does not otherwise designate a custodian, FWM recommends a custodian with competitive commission rates.

While individual client advice is provided each account, client trades may be executed as a block trade at any particular custodian. The Advisor will not aggregate a client's order if in a particular instance the Advisor believes that aggregation would cause the client's cost of execution to be increased. The custodian will be notified of the amount of each trade for each account. The Advisor and/or its IA Reps may participate in block trades with clients, and may also participate on a pro rata basis for partial fills, but only if clients receive fair and equitable treatment.

Review of Accounts

FWM monitors the individual investments within client accounts and the asset allocation of portfolios on an ongoing basis. Portfolio performance is reviewed on a quarterly basis at a minimum. The account reviews are performed by the client's IA Rep.

A financial plan is a snapshot in time and no ongoing reviews are conducted. We recommend that financial planning clients engage us to update the financial plan when any significant changes occur in their personal or financial situation.

All clients receive standard account statements from investment sponsors and custodians. Portfolio management clients receive a written quarterly performance report from FWM.

Client Referrals & Other Compensation

FWM does not pay or receive compensation for client referrals. All compensation received by FWM or its IA Reps have been described, as applicable, in the Fees and Compensation, Other Financial Industry Activities and Affiliations, and Brokerage Practices sections. Please refer to those sections for further details regarding other types of compensation.

Custody

Clients may authorize fee deduction directly from the client's account via the investment advisory agreement. FWM will send the custodian an invoice of the amount to be deducted for the appropriate quarter. FWM will send an invoice to the client at the same time or before the



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fee deduction is sent to the custodian. The custodian will deduct the funds from the client's account and send them to FWM.

Clients will receive account statements at least quarterly from the broker-dealer or other qualified custodian. Clients are urged to compare custodial account statements against statements prepared by FWM for accuracy. Minor variations may occur because of reporting dates, accrual methods of interest and dividends, and other factors. The custodial statement is the official record of your account for tax and other purposes.

Investment Discretion

Since FWM has discretion, FWM has discretionary authority as to the securities and amount of securities that are traded in the client's account(s). FWM will not have authority to withdraw funds or to take custody of client funds or securities, other than under the terms of the fee payment authorization in the investment advisory agreement.

Voting Client Securities

FWM does not vote proxies. It is the client's responsibility to vote proxies. Clients will receive proxy materials directly from the custodian. FWM will not provide advice on how to vote proxies. Questions about proxies may be made via the contact information on the cover page.

Financial Information

FWM does not solicit payments of \$500 or more per Client six (6) months or more in advance for services. It has no financial condition that would impair the ability to meet contractual commitments. It has not had any bankruptcies.