

## Item 1 - FORM ADV PART 2A - BROCHURE



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Date: March 21, 2013

This Brochure provides information about the qualifications and business practices of SPRAKER WEALTH MANAGEMENT, INC. (The Firm, Advisor). If you have any questions about the contents of this Brochure, please contact us at (407) 478-7899 or via email at [john@sprakerwealth.com](mailto:john@sprakerwealth.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.

SPRAKER WEALTH MANAGEMENT is a registered investment adviser. Registration of an Investment Adviser does not imply any level of skill or training. The oral and written communications of an Adviser provide you with information about which you determine to hire or retain an Adviser.

Additional information about SPRAKER WEALTH MANAGEMENT, INC. also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **Item 2 – Material Changes**

Since the last version of our Brochure (March 2012), John M. West III, MBA, CFP®, became an advisor of SPRAKER WEALTH MANAGEMENT, INC.

Pursuant to SEC Rules, we will ensure that you receive a summary of any materials changes to this and subsequent Brochures within 120 days of the close of our business' fiscal year. We may further provide other ongoing disclosure information about material changes as necessary. We will further provide you with a new Brochure as necessary based on changes or new information, at any time, without charge.

Currently, copies of our Brochure may be requested by contacting John M. West III, MBA, CFP®, Advisor, COO, and CCO, at (407) 478-7899 or [john@sprakerwealth.com](mailto:john@sprakerwealth.com).

Our Brochure is available on our web site [www.sprakerwealth.com](http://www.sprakerwealth.com), also free of charge.

Additional information about SPRAKER WEALTH MANAGEMENT, INC. is available via the SEC's web site [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The SEC's web site also provides information about any persons affiliated with SPRAKER WEALTH MANAGEMENT, INC. who are registered, or are required to be registered, as investment adviser representatives of SPRAKER WEALTH MANAGEMENT, INC.

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## Item 4 – Advisory Business

### Wealth Management Services

Spraker Wealth Management, Inc. (“The Firm”) provides fee-only wealth management and advisory services for individuals, families, trusts, estates, charitable organizations and corporations. Wealth Management Services include but are not limited to initial and ongoing financial counseling, goals clarification, risk tolerance discussions, investing history and concerns, custodial asset transfers, initial and ongoing portfolio design based on an individual client investment policy, changes in policy and securities selection resulting from changing family circumstances or conditions, total financial advisory services, active portfolio management/frequent supervision, regular portfolio profit-taking and rebalancing, year-end tax loss harvesting, IRA required minimum distribution management, quarterly portfolio reporting, portfolio income reporting, and ongoing wealth planning. The Firm does not become discretionary manager for securities either purchased from a prior broker which cannot be sold or recommended to be sold by the Advisor but which the client does not wish to sell.

## Item 5 – Fees and Compensation

### Wealth Management Fees

The minimum annual fee for portfolio management for new clients is \$6,000.00 according to the published schedule:

ASSETS UNDER MANAGEMENT	ANNUALLY	QUARTERLY
<b>Under \$600,000</b>	\$ 6,000	\$ 1,500
<b>\$600,000 to \$1,000,000</b>	1.00%	0.25%
<b>Next \$1,000,000</b>	0.80%	0.200%
<b>Over \$2,000,000</b>	0.50%	0.125%

The fee is billed quarterly in advance directly to the account through Charles Schwab & Co., Inc. (“The Custodian”)

The Wealth Management fee is not related to, and is separate from, any fee charged within and by fund companies, annuity companies, etc, whose securities are held in client accounts. Any fees and expenses of those companies are disclosed by the companies within their prospectuses sent directly by the companies to the clients. The fees charged by The Firm also are exclusive of any electronic transaction fee or trade fee charged by The Custodian for buys and sells of securities such as individual stocks and bonds and certain mutual funds which do not pay The Custodian to offer the funds on their platform; also are separate from transaction fees charged by third party brokers who, for instance, may be used by The Firm to purchase individual bonds at a discount for the client; and separate from fees by other professionals, such as estate planning attorneys hired by the client to implement an estate plan. Such charges, fees and commissions are exclusive of and in addition to The Firm’s fee, and The Firm shall not receive any portion of these commissions, fees, and costs.

Accounts originated between July 21, 2008 and January 1, 2010 are billed at 1%; or a minimum of \$5,000 and 1% on assets over \$500,000 up to \$1M, then follow current billing rate. Small accounts originated prior to June 5, 2002 are billed at 1.5% or 1.2% or .8% on all assets up to \$500,000. The Firm allows aggregation of spousal accounts (same home address) which have the same investment policy and are considered one family account to meet the minimum. The Firm may waive fees to staff, staff family, and children of clients for simple financial consulting advice.

### **How Fees Are Administered**

The Wealth Management Agreement (WMA) signed by the client at time of engagement, The Firm's website, as well as the Brochure, states the wealth management fee schedule. It is the policy of the Firm to give the Brochure at the initial meeting and at least two days before agreeing to render any services. The fee is also clearly stated in the invoice included with each quarterly report.

Invoices provide the value of the account at the end of the prior quarter, and the computation of the fee for the next quarter based on that prior end of quarter value. Fees for the initial and final billing periods are prorated for the days of the quarter services were provided.

Wealth Management fees are assessed directly each quarter within the managed portfolio. After reports are mailed to the client, fees are submitted electronically the following business day directly to The Custodian. The Custodian then debits each account the fee which was invoiced to the account and pays to The Firm. The Custodian does not guarantee accuracy of the fees but does compare each fee which is billed to monitor consistency of the fees from quarter to quarter based on The Firm fee Schedule. The Firm encourages clients to verify the accuracy of the Management fee calculation each quarter.

If the client terminates the advisory contract within three business days of signing the WMA, the client will be billed only on an hourly basis for meeting time and consulting at the then published rate, not the quarterly minimum. The client or The Firm may terminate the WMA at any time by giving a 30-day written notice to the other party. The Firm requires 30 days notice to avoid spending time in analysis, rebalancing and tax planning in accounts which will be terminated. In all cases of WMA termination, the client is responsible for a Management fee through the 30 days from notification date or the end of the quarter, whichever occurs first, to pay for all financial, investment management, and tax planning rendered within 30 days of the notice and for termination processing.

If a client terminates the WMA without giving 30 days notice, the fee due to The Firm will be at the published hourly rate for services rendered over and above portfolio management during the quarter, or the normal management fee for the 30 days, whichever is less. These services include the work of all staff members and which are recorded in the client record, time spent in meetings in person, by phone, email and information exchange with clients to assist them with insurance planning, insurance applications and policy coordination with outside professionals, estate planning consultations and correspondence with attorneys, data analysis, and all other services rendered beyond specific portfolio securities selection and trading. Time billed is based on time recorded by staff members on days services are rendered.

### **Financial Planning Services and Fees**

The Firm provides financial planning to its Wealth Management clients. Planning areas include: (1) risk management, (2) investments, (3) taxes, (4) retirement, and (5) estate planning. A separate fee is charged for an initial client Retirement Needs Analysis/Financial Plan. Fees range from \$1500 to \$5000 depending upon the level of complexity of the assets and number of hours estimated to complete analysis of cash flow/risk/retirement/black swan events that need to be considered. The fee is payable by check to The Firm and is due upon commencement of the analysis. The fee covers the cost to The Firm for the extensive initial time commitment required to review a new client's complete financial circumstances and goals. The fee is refundable within 3 business days of signing a Financial Services Agreement.

The initial Analysis is a major tool to determine the investment policy and asset allocation strategy for new Wealth Management clients. Analysis includes a risk profile survey, including in-depth discussion re: survey responses. The Plan outlines client-specific current circumstances, assets, income, expenses and goals, as well as addresses assumptions for the future needs and objectives of the client. After the initial fee for new client data gathering, input, and analysis and client review, there is no fee for Plan updates for Wealth Management clients.

### **Financial Consulting and Fees**

The business of The Firm is to provide unlimited and ongoing financial consulting for its Wealth Management clients at no additional fee over and above the Wealth Management fee. In some circumstances, The Firm will provide hourly consulting on specific financial issues and family financial challenges at the published rate of \$300.00 per hour for those who do not need professional portfolio management. The hourly consulting fee is due at the time of service by check payable to The Firm. Credit cards are not accepted. Fees are not subject to negotiation.

Item 12 further describes the factors that SPRAKER WEALTH MANAGEMENT, INC. considers in selecting or recommending broker-dealers for *client* transactions and determining the reasonableness of their compensation.

### **Item 6 – Performance-Based Fees and Side-By-Side Management**

SPRAKER WEALTH MANAGEMENT, INC. does not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client).

### **Item 7 – Types of Clients**

SPRAKER WEALTH MANAGEMENT, INC. provides portfolio management services to individuals, families, trusts, estates, charitable organizations and corporations.

## **Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss**

Investing in securities involves risk of loss that clients should be prepared to bear. Different types of investments involve varying degrees of risk, and past performance may not be indicative of future results. Therefore, it should not be assumed that future performance of any specific investment or investment strategy (including the investments and/or investment strategies recommended or undertaken by Advisor) will be profitable. Historical performance results for investment indices and/or categories will be provided for general comparison purposes only, and generally do not reflect the deduction of transaction and/or custodial charges, the deduction of an investment management fee, nor the impact of taxes, the incurrence of which would have the effect of decreasing historical performance results. It should not be assumed that account holdings will correspond directly to any indices.

### **Asset Allocation**

Academic research offers considerable evidence that the asset allocation decision far outweighs security selection and market timing in its impact on portfolio variability and performance.

After reviewing the long-term performance and risk characteristics of various asset classes and balancing the risk and rewards of market behavior, the following asset classes were selected to achieve the objectives of the Investor's Portfolio.

Investment of the client's funds shall be limited to securities in the following categories:

### **Assets Classes**

Cash and Cash Equivalents  
Fixed Income - U.S. Bonds  
Fixed Income - Non U.S. Bonds  
Equities - U.S.  
Equities - Non U.S.

Equities - Emerging Markets  
Equities - REITS  
Sector: Energy  
Sector: Commodities  
Sector: Utilities  
Sector: Technology

### **Securities Types**

Individual Stocks  
Individual Bonds  
Open-ended Mutual Funds

Exchange Traded Funds (ETFs)  
Fixed Annuities (No Load)  
Variable Annuities (No Load)

Portfolios are periodically rebalanced, at least annually and usually more frequently, in accordance with market movements, client investment policy, or change in investment policy by the client.

## **Selection/Retention Criteria for Investments /Investment Management Selection**

Investment managers (for mutual funds) shall be chosen using the following criteria:

- Past performance, considered relative to other investments having the same investment objective. Consideration shall be given to both performance rankings over various time frames and consistency of performance
- Costs relative to other funds with like objectives and investment styles
- The manager's adherence to investment style and size objectives
- Size of the proposed fund
- Length of time the fund/manager has been in existence and length of time it has been under the direction of the current manager(s) and whether or not there have been material changes in the manager's organization and personnel
- The historical volatility and downside risk of each proposed investment
- How well each proposed investment complements other assets in the portfolio
- The current economic environment
- The likelihood of future investment success, relative to other opportunities

### **Other Investment Strategies: Dollar Cost Averaging**

The Firm may employ dollar cost averaging (DCA) as an investment strategy during volatile market conditions.

## **Item 9 – Disciplinary Information**

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of SPRAKER WEALTH MANAGEMENT, INC. or the integrity of The Firm's management. SPRAKER WEALTH MANAGEMENT, INC. has never had any legal or disciplinary events.

## **Item 10 – Other Financial Industry Activities and Affiliations**

SPRAKER WEALTH MANAGEMENT, INC. and its management have no other financial industry activities or affiliations.

## **Item 11 – Code of Ethics**

### **Code of Ethics / Personal Trading Policy**

The Firm enforces a Code of Ethics/Personal Trading Policy which requires officers and employees of The Firm to report all securities transactions and holdings for all accounts in which they have direct or indirect beneficial ownership interest; to submit to the Chief Compliance Officer (CCO) a quarterly report of personal securities transactions as discussed above, 30 days following the end of each calendar quarter and the brokerage statements supporting the transactions; an account year end statement, an immediate report of same at time of hire and each January thereafter; and strict adherence to



reporting of any trades that could be a conflict with client trades BEFORE the trade is made. The CCO reviews all reports at hire and at least quarterly and keeps records of same. A copy of the entire Code of Ethics/Personal Trading Policy is available upon request.

### **Participation in Client Transactions**

Associates of The Firm and related persons (a spouse of an associate, for instance) may buy or sell securities for their own portfolios identical to those recommended to clients according to the Code of Ethics/Personal Trading Policy. To ensure its fiduciary responsibilities, The Firm has the following policy: a Director, officer or employee of The Firm shall not buy or sell securities for their personal portfolio(s) where their decision is substantially derived, in whole or part, by reason of their employment, unless the information is also available to the investing public on reasonable inquiry; nor prefer his or her own interest to that of the client: no trading ahead. The Firm maintains a list of all securities held by its officers and staff and related persons. These holdings are reviewed quarterly by the Compliance Officer. The Firm requires all staff to act in accordance with all applicable Federal and State regulations governing registered investment advisory practices. Anyone not in compliance with the above is subject to discipline and/or termination.

### **Item 12 – Brokerage Practices**

The Firm uses the Charles Schwab Institutional platform to manage accounts/place trades, with the exception of some individual bonds, which may be purchased through outside, unaffiliated bond brokers at a more favorable price for the client and outside (of Schwab) variable annuities, 403b, SEP, 401k, and Deferred Comp Plans which the client holds prior to becoming a client of The Firm. Clients may choose any insurance company of their choice for asset protection planning and implementation. The Firm has no affiliation with any bank, brokerage, insurance company, real estate firm, or any other investment service.

The Firm participates in the Schwab Institutional (SI) Services and custodial program offered to independent investment advisors by Charles Schwab & Co., Inc., a FINRA registered broker dealer. The client approves the brokerage Custodian within the account application. The Firm has chosen Charles Schwab Institutional platform based on over 15 years of experience evaluating the functions and services of Schwab, as well as prior experience with and consideration of Fidelity and TD Ameritrade.

Based on the service quality, efficiency, speed of the SI Service Team and Managers, as well as the trade services offered by Schwab Trading desk for difficult or unusual trades, allowing discounts for certain small trades, for the immediate accessibility of the corporate offices in Orlando, availability for immediate delivery and pickup of funds for the clients, and assistance in the case of disaster recovery needs, The Firm has chosen to work exclusively with Schwab Institutional Services for its client business. Of course, it is the prerogative of The Firm to, at any time, change to another Custodian for the benefit of the clients.

### **Item 13 – Review of Accounts**

Managed accounts are monitored on a continuous basis through daily account data downloads, including dividends, capital gains, additional investments or withdrawal of funds, and by verifications of trades. Accounts are reconciled daily. Periodic changes in securities such as approved mutual funds are made to assure the highest possible standard of management. The client receives written confirmations by mail or email of all transactions, monthly statements from the trustee or custodian, and quarterly performance and holdings reports from The Firm.

Reviews of the portfolios are made by the team of analysts in the Research and Trading Department frequently and on an ongoing basis along with and under supervision by Susan S. Spraker, Ph.D., CFP®, Founder and Principal of The Firm. Formal portfolio and retirement plan reviews are conducted in person with new clients preferably at least quarterly but at least semi-annually. Existing clients may meet with an advisor as often as they choose, but at least annually; more frequently as appropriate for each client, depending upon changes in family/financial circumstances that warrant a shift in investment policy. Frequent phone and email discussions are conducted with the client by the Advisor, the Financial Analysts and service personnel of The Firm.

Clients are encouraged to address questions and concerns outside of formal reviews as they occur. There is no limitation to the number of meetings which can be scheduled to ensure all financial planning matters are resolved in the clients' best interest.

### **Item 14 – Client Referrals and Other Compensation**

The Firm does not receive any direct compensation or commissions from any broker, broker-dealer, insurance company or agent, bank, trust company, trustee, or any institution. The Firm does receive indirect economic benefits as value added services which benefit clients both directly and indirectly, including receipt of duplicate client account confirmations, research reports and materials, including bulletins on compliance regulations and investments, industry seminars and webinars, access to dedicated Schwab Institutional Trading Desk/Service Support Teams, access to block trading to aggregate securities transactions at a possible lower cost compared to individual transactions, direct deductibility of advisory fees from client managed accounts, access to an electronic communication network for funds which generally require significantly higher minimum initial investments or are generally available only to institutional investors, discounts on software used to report assets and performance to clients, and daily electronic downloads of account balances and transactions which allow detailed client account information retrieval.

The Firm also receives free webinars by mutual fund companies, trust companies and various other professionals who give market and economic commentary valuable to The Firm's continuing education. Occasionally, a fund may sponsor a client reception or an advisory meeting with fund managers at the location of the fund company which may be

out of state. The Firm does not have or pay anyone to solicit business for The Firm, nor does The Firm pay or give incentives for client referrals.

### **Item 15 – Custody**

Spraker Wealth Management, Inc. will not take title to any assets. Client grants Advisor discretionary authority for purchases and sales of client's securities. Advisor shall have no authority to withdraw funds from client's accounts, except:

- 1) To cover payment of normal and customary quarterly fees,
- 2) At client's specific direction to be distributed as directed in writing, or
- 3) At client's specific request by phone, personally identified by associates of The Firm who know the client, to be sent to address of record.

Clients should receive at least quarterly statements from the qualified custodian that holds and maintains client's investment assets. SPRAKER WEALTH MANAGEMENT, INC. urges clients to carefully review such statements and compare such official custodial records to the account statements that The Firm may provide. The Firm's statements may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

### **Item 16 – Investment Discretion**

#### **Investment Discretion Based on Investment Policy of Client**

The Firm manages and trades in client discretionary portfolios through Limited Power of Attorney granted by the client through The Firm's Wealth Management Agreement and/or the Custodial account application(s) signed by the client. Client and Advisor set Investment Policy together. Investment Policy is determined through the Retirement Needs Analysis, Risk Profile Analysis and multiple discussions with the client as part of the initial client intake process.

Clients may change their investment policy by signing a new Investment Policy Statement (IPS) as changes in family circumstances and/or risk tolerance changes. The Firm may not change the IPS without the client's signature. Although The Firm is granted discretionary authority in the management of the client's account(s), the IPS allows, to a limited extent and in limited circumstances, direction/restrictions by the client.

### **Item 17 – Voting Client Securities**

The Firm offers to vote proxies for its clients. In all cases where The Firm is given this responsibility, votes are made to ensure clients' best economic interest. The Firm will generally support management recommendations on proxy issues unless it is believed to be inconsistent with the clients' best interests. Records of the issues and votes are maintained by The Firm. A copy of The Firm's Proxy Voting Policy as well as records of how client securities proxies were voted may be obtained at any time by calling The Firm.

## **Item 18 – Financial Information**

Registered investment advisers are required in this Item to provide you with certain financial information or disclosures about the Firm's financial condition. SPRAKER WEALTH MANAGEMENT, INC. has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients, and has not been the subject of any bankruptcy proceedings.

## **Item 19 – Requirements for State-Registered Advisers**

Spraker Wealth Management, Inc. is currently registered under the SEC. No information is applicable to this Item at this time.

## Brochure Supplement – Supervised Persons

### Principal, Advisor, President, Chief Investment Officer

Susan S. Spraker, Ph.D., CFP® - DOB 1949

- Founder/President, Spraker Wealth Management, Inc., Maitland, Florida (February, 2008 to Present)
- Founding Member, Spraker, Fitzgerald, Tamayo & Moisand, LLC Maitland, Florida (2003-2008)
- Founding Member, Spraker, Fitzgerald & Tamayo, LLC Maitland, Florida (1998-2003)
  - Registered Representative:
    - Trans Am Securities, Longwood, Florida (1998-April 2002)
- Certified Financial Planner® Practitioner (1993 to present)
- Financial Planner/Registered Representative/Insurance Agent, Certified Financial Group, Longwood, Florida (1985-1998)
- Benefits Administrator/Retirement Counselor, South Carolina National Bank Columbia, South Carolina (1972-1974)
- Member, Institutional Advisory Board, Charles Schwab & Co. Orlando, Florida. No conflict. (2000 – 2001)
- Lifetime Member, Indiana University Alumni Association
- Ph.D., Urban Geography/Urban Planning, Indiana University Bloomington, Indiana (May, 1981)
- M.A., Urban Geography/Urban Planning, Indiana University Bloomington, Indiana (May, 1977)
- B.S., History Education, University of South Carolina Columbia, South Carolina (June, 1971)

## **Advisor, Chief Operating Officer, Chief Compliance Officer**

John M. West, III, MBA, CFP® - DOB 1981

- Advisor, Spraker Wealth Management, Inc.  
Maitland, Florida (October, 2012 – Present)
- Certified Financial Planner® Practitioner  
(October, 2012 to present)
- Chief Compliance Officer, Spraker Wealth Management, Inc.  
Maitland, Florida (March, 2012 – Present)
- Chief Operating Officer, Spraker Wealth Management, Inc.  
Maitland, Florida (June, 2011 – Present)
- Sr. Financial Analyst, Spraker Wealth Management, Inc.  
Maitland, Florida (June, 2009 – October, 2012)
- Sr. Financial Analyst/Chief Operating Officer, KCM Asset Management, Inc.  
DeLand, Florida (January, 2003 – May, 2009)
  - Registered Representative:
    - Parker Financial Corp., Valley Cottage, NY (June, 2008 – December, 2008)
    - Hedge Fund Capital Partners, LLC, Brooklyn, NY (November, 2006 – March, 2007)
    - Millennium Brokerage, LLC, Chatham, NJ (July, 2003 – December, 2004)
- Lifetime Member, University of Florida Alumni Association
- MBA, Business Administration, University of Florida  
Gainesville, Florida (May, 2010)
- B.B.A., Finance, Stetson University  
DeLand, Florida (May, 2003)

## **Education and Business Standards for Advisors of The Firm**

Education    Bachelors Degree and Master's Degree or MBA or Ph.D.

Experience    Five (5) Years Investments or Finance

Licenses      Certified Financial Planner\* (CFP®) Practitioner or CFP® enrolled student

\*Certified Financial Planner (CFP®) requirements:

Education - Advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and, effective in 2007, attain a Bachelor's Degree from a regionally accredited United States college or university (or foreign university equivalent).

CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning.

Examination - Pass the comprehensive CFP® Certification Examination. The examination, instituted in 1991, is administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances. Prior to 1991, six individual subject examinations were required: principles of financial planning, insurance planning and risk management, investment planning, income tax planning, retirement planning, and estate planning.

Experience - Effective in 1989, complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year)