



## **Cook Wealth Management Group LLC**

### **Form ADV Part 2A – Disclosure Brochure**

**Effective: January 29, 2014**

This Disclosure Brochure provides information about the qualifications and business practices of Cook Wealth Management Group LLC ("CWM"). If you have any questions about the contents of this Disclosure Brochure, please contact us at (919) 784-9100.

CWM is a Registered Investment Advisor with the U.S. Securities and Exchange Commission. The information in this Disclosure Brochure has not been approved or verified by the U.S. Securities and Exchange Commission ("SEC") or by any state securities authority. Registration of an investment advisor does not imply any specific level of skill or training. This Disclosure Brochure provides information through CWM to assist you in determining whether to retain the Advisor.

Additional information about CWM and its advisory persons are available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

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## Item 2 – Material Changes

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Form ADV 2 is divided into two parts: *Part 2A (the "Disclosure Brochure")* and *Part 2B (the "Brochure Supplement")*. The Disclosure Brochure provides information about a variety of topics relating to an Advisor's business practices and conflicts of interest. The Brochure Supplement provides information about advisory personnel of CWM.

CWM believes that communication and transparency are the foundation of its relationship with Clients and will continually strive to provide its Clients with complete and accurate information at all times. CWM encourages all current and prospective Clients to read this Disclosure Brochure and discuss any questions you may have with us. And of course, we always welcome your feedback.

### Initial Filing

CWM is a new Registered Investment Advisor. This is the initial filing of the Disclosure Brochure.

### Future Changes

From time to time, we may amend this Disclosure Brochure to reflect changes in our business practices, changes in regulations and routine annual updates as required by the securities regulators. This complete Disclosure Brochure or a Summary of Material Changes shall be provided to each Client annually and if a material change occurs in the business practices of CWM.

At any time, you may view the current Disclosure Brochure on-line at the SEC's Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

To review the firm information for CWM:

- Click **Investment Advisor Search** in the left navigation menu.
- Select the option for **Firm** and enter **170372** (our firm's CRD number) in the field labeled "Firm Name or CRD# or SEC#" and click "Start Search".
- This will provide access to Form ADV Part 1 and Part 2.
- Item 11 of the Form ADV Part 1 lists legal and disciplinary questions regarding the Advisor.
- In the left navigation menu, Form ADV Part 2 is located near the bottom.

You may also request a copy of this Disclosure Brochure at any time, by contacting us at (919) 784-9100.

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## Item 4 – Advisory Services

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### A. Firm Information

Cook Wealth Management Group LLC (“CWM” or the “Advisor”) is a Registered Investment Advisor with the U.S. Securities and Exchange Commission, which is organized as a Limited Liability Company (LLC) under the laws of the State of North Carolina. CWM was founded in January 2004 and became registered as an investment advisor in 2014. CWM is owned and operated by Founding Partner and Wealth Advisor, Jon K. Cook CFP®, CFA. This Disclosure Brochure provides information regarding the qualifications, business practices, and the advisory services provided by CWM.

### B. Advisory Services Offered

CWM offers investment advisory services to individuals and high net worth individuals (each referred to as a “Client”).

#### Investment Management Services

CWM provides customized investment advisory solutions for its Clients. This is achieved through continuous personal Client contact and interaction while providing discretionary investment management and planning services. CWM works with each Client to identify their investment goals and objectives as well as risk tolerance and financial situation in order to develop a tailored portfolio allocation. CWM will then construct the portfolio, consisting of diversified mutual funds and/or exchange-traded funds (“ETFs”) to achieve the Client’s investment goals. The Advisor may also utilize individual stocks and bonds to meet the needs of its Clients.

CWM’s investment strategy is primarily long-term focused, but the Advisor may buy, sell or re-allocate positions that have been held less than one year to meet the objectives of the Client, or due to market conditions. CWM integrates tax management into its investment process, which also drives holding periods. CWM will construct, implement and monitor the portfolio to ensure it meets the goals, objectives, circumstances, tax situation and risk tolerance agreed to by the Client. Each Client will have the opportunity to place reasonable restrictions on the types of investments to be held in their respective portfolio, subject to acceptance by the Advisor.

CWM evaluates and selects investments for inclusion in Client portfolios only after applying its internal due diligence process. CWM may recommend, on occasion, redistributing investment allocations to diversify the portfolio. CWM may recommend specific positions to increase sector or asset class weightings. The Advisor may recommend employing cash positions as a possible hedge against market movement. CWM may recommend selling positions for reasons that include, but are not limited to, harvesting capital gains or losses, business or sector risk exposure to a specific security or class of securities, overvaluation or overweighting of the position[s] in the portfolio, change in risk tolerance of Client, generating cash to meet Client needs, or any risk deemed unacceptable for the Client’s risk tolerance. **Prior to rendering investment advisory services, CWM will ascertain, in conjunction with the Client, the Client’s financial situation, risk tolerance, and investment objective[s].**

CWM will provide investment advisory services and portfolio management services and will not provide securities custodial or other administrative services. At no time will CWM accept or maintain custody of a Client’s funds or securities, except for authorized deduction of the Advisor’s fees. All Client assets will be managed within their designated brokerage account or pension account, pursuant to the Client Investment Advisory Agreement.

The Advisor primarily recommends that Clients establish accounts at LPL Financial, LLC (“LPL”), where the Advisor has an institutional relationship. In addition, advisory persons of CWM also serve as registered representatives of LPL. Please see Item 10 – Other Financial Industry Activities and Affiliations and Item 12 – Brokerage Practices for additional information.

### Financial Planning Services

CWM will typically provide a variety of financial planning services to individuals and families, pursuant to a written Financial Planning Agreement. Services are offered in several areas of a Client's financial situation, depending on their goals, objectives and financial situation.

Generally, such financial planning services will involve preparing a financial plan or rendering a financial consultation based on the Client's financial goals and objectives. This planning or consulting may encompass one or more areas of need, including, but not limited to investment planning, retirement planning, personal savings, education savings and other areas of a Client's financial situation.

A financial plan developed for or financial consultation rendered to the Client will usually include general recommendations for a course of activity or specific actions to be taken by the Client. For example, recommendations may be made that the Client start or revise their investment programs, commence or alter retirement savings, establish education savings and/or charitable giving programs. CWM may also refer Clients to an accountant, attorney or other specialist, as appropriate for their unique situation. For certain financial planning engagements, the Advisor will provide a written summary of Client's financial situation, observations, and recommendations. For consulting or ad-hoc engagements, the Advisor may not provide a written summary. Plans or consultations are typically completed within six months of contract date, assuming all information and documents requested are provided promptly.

Financial planning recommendations may pose a potential conflict between the interests of the Advisor and the interests of the Client. For example, a recommendation to engage the Advisor for investment management services or to increase the level of investment assets with the Advisor would pose a conflict, as it would increase the advisory fees paid to the Advisor. Clients are not obligated to implement any recommendations made by the Advisor or maintain an ongoing relationship with the Advisor. If the Client elects to act on any of the recommendations made by the Advisor, the Client is under no obligation to effect the transaction through the Advisor.

### Tax Preparation Services

The Advisor also provides tax preparation services for its Clients under a separate agreement from its investment advisory services. Please see Item 10.

## **C. Client Account Management**

Prior to engaging CWM to provide investment advisory services, each Client is required to enter into an Investment Advisory Agreement with the Advisor that defines the terms, conditions, authority and responsibilities of the Advisor and the Client. These services may include:

- Establishing an Investment Policy Statement – CWM, in connection with the Client, may develop a statement that summarizes the Client's investment goals and objectives along with the broad strategy[ies] to be employed to meet the objectives.
- Asset Allocation – CWM will develop a strategic asset allocation that is targeted to meet the investment objectives, time horizon, financial/tax situation and tolerance for risk for each Client.
- Portfolio Construction – CWM will develop a portfolio for the Client that is intended to meet the stated goals and objectives of the Client.
- Investment Management and Supervision – CWM will provide investment management and ongoing oversight of the Client's portfolio and overall account.

## **D. Wrap Fee Programs**

CWM does not manage or place Client assets into a wrap fee program. Investment management services are provided directly by CWM. Client transaction costs and other fees are described in Item 5 below.

## **E. Assets Under Management**

CWM is a newly established advisor. Assets under management shall be reported following the Advisor's December 31, 2014 fiscal year end. Clients may request more current information at any time by contacting the Advisor.

## **Item 5 – Fees and Compensation**

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The following paragraphs detail the fee structure and compensation methodology for services provided by the Advisor. Each Client shall sign an Investment Advisory Agreement that details the responsibilities of CWM and the Client.

### **A. Fees for Advisory Services**

#### Investment Management

Investment Advisory Fees are paid quarterly in advance pursuant to the terms of the Investment Advisory Agreement. Investment Advisory Fees are based on the market value of assets under management at the end of each calendar quarter. Investment Advisory Fees range from 2.00% to 0.75% annually based on the following schedule:

Assets Under Management	Annual Rate %
Up to \$500,000	2.00%
\$500,001 to \$2,000,000	1.50%
\$2,000,001 to \$4,000,000	1.25%
\$4,000,001 to \$6,000,000	1.00%
Over \$6,000,000	0.75%

Investment Advisory Fees may also be negotiated as a fixed annual rate at the sole discretion of the Advisor.

#### Financial Planning Services

CWM includes financial planning services to its investment advisory Clients as part of its asset-based fee above. Clients that have not engaged the Advisor for ongoing investment advisory services are offered financial planning services at an hourly rate of up to \$500 per hour, which may be negotiable depending on the nature and complexity of the Client engagement. Complex projects for investment advisory Clients may also be subject to an hourly fee. An estimate for total hours will be determined prior to establishing the advisory relationship. CWM also offers financial planning services on a fixed fee basis, which is negotiated based on the expected effort to complete the engagement. An estimate for total hours will be determined prior to establishing the advisory relationship.

The Advisor's fee is exclusive of, and in addition to, brokerage fees, transaction fees, and other related costs and expenses, which may be incurred by the Client. However, the Advisor shall not receive any portion of these commissions, fees, and costs. The hourly fees are determined after considering many factors, such as the level and scope of the services.

### **B. Fee Billing**

#### Investment Management

Investment Advisory Fees will be calculated by LPL and automatically deducted from the Client Account by LPL and remitted to the Advisor. The Client authorizes LPL to deduct fees through an agreement between LPL and the Client. The Advisor does not have custody or access to Client account to deduct fees. The amount due is calculated by applying the quarterly rate (annual rate divided by 4) to the total assets under management with CWM at the end of each quarter. Clients will be provided with a statement, at least quarterly, from the Custodian reflecting deduction of the Investment Advisory Fee. It is the responsibility of the Client to verify the accuracy of these fees as listed on the custodian's brokerage statement as the Custodian does not assume this responsibility.

Clients provide written authorization permitting CWM to be paid directly from their accounts held by the Custodian as part of the Investment Advisory Agreement and separate account forms provided by the Custodian.

#### Financial Planning Services

Financial planning fees are invoiced by the Advisor and are due upon receipt of the agreed upon deliverable.

#### **C. Other Fees and Expenses**

Clients may incur certain fees or charges imposed by third parties, other than CWM, in connection with investments made on behalf of the Client's account[s]. The Client is responsible for all custodial and securities execution fees charged by the custodian and executing broker-dealer. The Investment Advisory Fee charged by CWM is separate and distinct from these custodian and execution fees.

In addition, all fees paid to CWM for investment advisory services are separate and distinct from the expenses charged by mutual funds and exchange-traded funds to their shareholders, if applicable. These fees and expenses are described in each fund's prospectus. These fees and expenses will generally be used to pay management fees for the funds, other fund expenses, account administration (e.g., custody, brokerage and account reporting), and a possible distribution fee. A Client could invest in these products directly, without the services of CWM, but would not receive the services provided by CWM which are designed, among other things, to assist the Client in determining which products or services are most appropriate for each Client's financial situation and objectives. Accordingly, the Client should review both the fees charged by the fund[s] and the fees charged by CWM to fully understand the total fees to be paid.

#### **D. Advance Payment of Fees and Termination**

##### Investment Management

CWM is compensated for its services in advance of the quarter before investment advisory services are rendered. Clients may request to terminate their Investment Advisory Agreement with CWM, in whole or in part, by providing advance written notice. The Client shall be responsible for Investment Advisory Fees up to and including the effective date of termination. Upon termination, any unearned, prepaid fees will be refunded to the Client. The Client's Investment Advisory Agreement with the Advisor is non-transferable without the Client's written approval.

##### Financial Planning Services

In the event that a Client should wish to cancel the financial planning agreement under which any plan is being created, the Client shall be billed for actual hours logged on the planning project times the agreed upon hourly rate. Any surplus in the Advisor's possession as the result of collecting a deposit at the time of signing the financial planning agreement will be returned to the Client within 5 business days of cancellation.

Either party may terminate a planning agreement at any time by providing written notice to the other party. In addition, the Client may terminate the agreement within five (5) days of signing the Advisor's financial planning agreement at no cost to the Client. After the five-day period, the Client will incur charges for bona fide advisory services rendered to the point of termination and such fees will be due and payable by the Client. Refunds will be given on a pro rata basis.

#### **E. Compensation for Sales of Securities**

CWM does not buy or sell securities and does not receive any compensation for securities transactions in any Client account, other than the Investment Advisory Fees noted above. Advisory Persons, in their separate capacity as registered representatives, may earn commissions for securities implemented outside of a fee-based account. Please see Item 10 below.



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

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CWM does not charge performance-based fees for its investment advisory services. The fees charged by CWM are as described in “Item 5 – Fees and Compensation” above and are not based upon the capital appreciation of the funds or securities held by any Client.

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## **Item 7 – Types of Clients**

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CWM primarily offers investment advisory services to individuals and high net worth individuals. The relative percentage of each type of Client is available on CWM’s Form ADV Part 1. These percentages will change over time. CWM generally does not impose a minimum account size for establishing a relationship.

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

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### **A. Methods of Analysis**

CWM primarily employs fundamental analysis methods in developing investment strategies for its Clients. Research and analysis from CWM is developed internally to develop the CWM investment process. Information is obtained from numerous sources, including financial media companies, third-party research materials, Internet sources, and research prepared by other firms.

As noted above, CWM generally employs a long-term investment strategy for its Clients, as consistent with their financial goals. CWM will typically hold all or a portion of a security for more than a year, but may hold for shorter periods for the purpose of rebalancing a portfolio or meeting the cash needs of Clients. At times, CWM may also buy and sell positions that are more short-term in nature, depending on the goals of the Client and/or the fundamentals of the security, sector or asset class.

### **B. Risk of Loss**

Investing in securities involves certain investment risks. Securities may fluctuate in value or lose value. Clients should be prepared to bear the potential risk of loss. CWM will assist Clients in determining an appropriate strategy based on their tolerance for risk and other factors noted above. However, there is no guarantee that a Client will meet their investment goals.

Fundamental analysis utilizes economic and business indicators as investment selection criteria. These criteria are generally ratios and trends that may indicate the overall strength and financial viability of the entity being analyzed. Assets are deemed suitable if they meet certain criteria to indicate that they are a strong investment with a value discounted by the market. While this type of analysis helps the Advisor in evaluating a potential investment, it does not guarantee that the investment will increase in value. Assets meeting the investment criteria utilized in the fundamental analysis may lose value and may have negative investment performance. The Advisor monitors these economic indicators to determine if adjustments to strategic allocations are appropriate. More details on the Advisor’s review process are included below in “Item 13 – Review of Accounts”.

Each Client engagement will entail a review of the Client’s investment goals, financial situation, time horizon, tolerance for risk and other factors to develop an appropriate strategy for managing a Client’s account. Client participation in this process, including full and accurate disclosure of requested information, is essential for the analysis of a Client’s account. The Advisor shall rely on the financial and other information provided by the Client or their designees without the duty or obligation to validate the accuracy and completeness of the provided information. It is the responsibility of the Client to inform the Advisor of any changes in financial condition, goals or other factors that may affect this analysis.



The risks associated with a particular strategy are provided to each Client in advance of investing Client accounts. The Advisor will work with each Client to determine their tolerance for risk as part of the portfolio construction process. **Past performance is not a guarantee of future returns. Investing in securities and other investments involve a risk of loss that each Client should understand and be willing to bear. Clients are reminded to discuss these risks with the Advisor.**

## **Item 9 – Disciplinary Information**

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**There are no legal, regulatory or disciplinary events involving CWM or any of its employees.** CWM and its advisory personnel value the trust you place in us. As we advise all Clients, we encourage you to perform the requisite due diligence on any advisor or service provider in which you partner. Our backgrounds are on the Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

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

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### Broker-Dealer Affiliation

Advisory Persons of CWM are also registered representatives of LPL Financial, a registered broker-dealer (CRD No. 6413), member FINRA, SIPC (herein “LPL”). In their separate capacity as registered representatives, Advisory Persons will typically receive commissions for the implementation of recommendations for commissionable transactions. Clients are not obligated to implement any recommendation provided by Advisory Persons of CWM. Neither CWM nor its Advisory Persons will earn investment advisory fees in connection with any services implemented in an Advisory Person’s separate capacity as a registered representative where commissions are also earned.

Generally, recommendations made by CWM to its Clients are implemented by Advisory Persons in their role as Investment Advisor Representatives of CWM and not in their role as a Registered Representatives. As such, Clients of CWM only pay advisory fees as described above. In no circumstances will CWM earn an advisory fee and a commission on the same investment.

### Insurance Agency Affiliations

Certain Advisory Persons of CWM are also licensed insurance professionals. Implementations of insurance recommendations are separate and apart from the Advisory Person’s role with the CWM. As insurance professionals, these Advisory Persons may receive customary commissions and other related revenues from the various insurance companies whose products are sold. Commissions generated by insurance sales do not offset regular advisory fees. This may cause a conflict of interest in recommending certain products of the insurance companies. Clients are under no obligation to implement any recommendations made by Advisory Persons or the Advisor.

### Tax Preparation Services

Cook Wealth Management Group LLC may also offer tax preparation services to its Clients. Tax preparation services are separate and distinct from the advisory services offered to Clients. CWM does include investment tax planning as part of its overall investment process. Annual tax preparation services are provided as a separate service and fee, which is based on the unique needs of each Client. The time devoted to tax preparation increases during tax season. Client are not obligated to engaged the Advisor for these services in order to have an advisory relationship with CWM.

## **Item 11 – Code of Ethics, Participation or Interest in Client Transactions and Personal Trading**

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### **A. Code of Ethics**

CWM has implemented a Code of Ethics that defines our fiduciary commitment to each Client. This Code of Ethics applies to all persons associated with CWM. The Code of Ethics was developed to provide general ethical guidelines and specific instructions regarding our duties to you, our Client. CWM and its personnel owe a duty of loyalty, fairness and good faith towards each Client. It is the obligation of CWM associates to adhere not only to the specific provisions of the Code, but also to the general principles that guide the Code. The Code of Ethics covers a range of topics that address employee ethics and conflicts of interest. To request a copy of our Code of Ethics, please contact us at (919) 784-9100.

### **B. Personal Trading with Material Interest**

CWM allows our employees to purchase or sell the same securities that may be recommended to and purchased on behalf of Clients. CWM does not act as principal in any transactions. In addition, the Advisor does not act as the general partner of a fund, or advise an investment company. CWM does not have a material interest in any securities traded in Client accounts.

### **C. Personal Trading in Same Securities as Clients**

CWM allows our employees to purchase or sell the same securities that may be recommended to and purchased on behalf of Clients. Owning the same securities we recommend (purchase or sell) to you presents a potential conflict of interest that, as fiduciaries, we must disclose to you and mitigate through policies and procedures. As noted above, we have adopted, consistent with Section 204A of the Investment Advisers Act of 1940, a Code of Ethics, which addresses insider trading (material non-public information controls) and personal securities reporting procedures. When trading for personal accounts, employees of CWM may have a conflict of interest if trading in the same securities. The fiduciary duty to act in the best interest of its Clients can potentially be violated if personal trades are made with more advantageous terms than Client trades, or by trading based on material non-public information. This risk is mitigated by CWM requiring reporting of personal securities trades by its employees for review by the employee's supervisor or the CCO. We have also adopted written policies and procedures to detect the misuse of material, non-public information.

In addition the Code of Ethics governs Gifts and Entertainment given by and provided to the Advisor, outside employment activities of employees, Employee reporting, sanctions for violations of the Code of Ethics, and records retention requirements for various aspects of the Code of Ethics.

### **D. Personal Trading at Same Time as Client**

While CWM allows our employees to purchase or sell the same securities that may be recommended to and purchased on behalf of Clients, such trades are typically aggregated with Client orders or traded afterwards. **At no time will CWM, or any associated person of CWM, transact in any security to the detriment of any Client.**

## **Item 12 – Brokerage Practices**

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### **A. Recommendation of Custodian[s]**

CWM does not have discretionary authority to select the broker-dealer/custodian for custodial and execution services or the administrator for defined contribution accounts. The Client will select the broker-dealer or custodian (herein the "custodian") to safeguard Client assets and authorize CWM to direct trades to this custodian as agreed in the Investment Advisory Agreement. Further, CWM does not have the discretionary authority to negotiate commissions on behalf of our Clients on a trade-by-trade basis.

Where CWM does not exercise discretion over the selection of the custodian, it may recommend the custodian[s] to Clients for execution and/or custodial services. CWM will generally recommend LPL as a custodian based on the affiliation its Advisory Persons have with LPL. Clients are not obligated to use the recommended custodian

and will not incur any extra fee or cost associated with using a broker not recommended by CWM. CWM may recommend a custodian based on criteria such as, but not limited to, reasonableness of commissions charged to the Client, services made available to the Client, and location of the custodian's offices. CWM does not receive research services, other products, or compensation as a result of recommending a particular broker that may result in the Client paying higher commissions than those obtainable through other brokers.

Following are additional details regarding the brokerage practices of the Advisor:

**1. Soft Dollars** - Soft dollars are revenue programs offered by broker-dealers whereby an advisor enters into an agreement to place security trades with the broker in exchange for research and other services. **CWM does not participate in soft dollar programs sponsored or offered by any broker-dealer.**

**2. Brokerage Referrals** - CWM does not receive any compensation from any third party in connection with the recommendation for establishing a brokerage account.

**3. Directed Brokerage** - All Clients are serviced on a "directed brokerage basis", where CWM will place trades within the established account[s] at the custodian designated by the Client. Further, all Client accounts are traded within their respective brokerage account[s]. The Advisor will not engage in any principal transactions (i.e., trade of any security from or to the Advisor's own account) or cross transactions with other Client accounts (i.e., purchase of a security into one Client account from another Client's account[s]). In selecting the custodian, CWM will not be obligated to select competitive bids on securities transactions and does not have an obligation to seek the lowest available transaction costs. These costs are determined by the designated.

## **B. Aggregating and Allocating Trades**

The primary objective in placing orders for the purchase and sale of securities for Client accounts is to obtain the most favorable net results taking into account such factors as 1) price, 2) size of order, 3) difficulty of execution, 4) confidentiality and 5) skill required of the broker. CWM will execute its transactions through an unaffiliated broker-dealer selected by the Client. CWM may aggregate orders in a block trade or trades when securities are purchased or sold through the same broker-dealer for multiple (discretionary) accounts. If a block trade cannot be executed in full at the same price or time, the securities actually purchased or sold by the close of each business day must be allocated in a manner that is consistent with the initial pre-allocation or other written statement. This must be done in a way that does not consistently advantage or disadvantage particular Client accounts.

## **Item 13 – Review of Accounts**

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### **A. Frequency of Reviews**

Accounts are monitored on a regular and continuous basis by Principals of CWM. Formal reviews are generally conducted at least annually or more or less frequently depending on the needs of the Client.

### **B. Causes for Reviews**

In addition to the investment monitoring noted in Item 13.A., each Client account shall be reviewed at least annually. Reviews may be conducted more or less frequently at the Client's request. Accounts may be reviewed as a result of major changes in economic conditions, known changes in the Client's financial situation, and/or large deposits or withdrawals in the Client's account. The Client is encouraged to notify CWM if changes occur in the Client's personal financial situation that might adversely affect the Client's investment plan. Additional reviews may be triggered by material market, economic or political events.

### **C. Review Reports**

The Client will receive brokerage statements no less than quarterly from the trustee or custodian. These brokerage statements are sent directly from the custodian to the Client. The Client may also establish electronic access to the custodian's website so that the Client may view these reports and their account activity. Client

brokerage statements will include all positions, transactions and fees relating to the Client's account[s]. The Advisor may also provide Clients with periodic reports regarding their holdings, allocations, and performance.

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

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##### **A. Compensation Received by CWM**

###### Broker-Dealer Affiliation

Certain Advisory Persons of CWM are also registered representatives of LPL. In their separate capacity as registered representatives, Advisory Persons will receive commissions for the implementation of recommendations for commissionable transactions.

###### Insurance Agency Affiliations

Certain Advisory Persons of CWM are also licensed insurance professionals. As insurance professionals, Advisory Persons may receive customary commissions and other related revenues from the various insurance companies whose products are sold.

###### Insurance Agency Affiliations

CWM offers tax preparation services to Clients. This service is offered as a separate fee.

Details of these services are included in Item 10 above.

##### **B. Client Referrals from Solicitors**

CWM does not engage paid solicitors for Client referrals.

#### **Item 15 – Custody**

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CWM does not accept or maintain custody of any Client accounts. All Clients must place their assets with a qualified custodian. Clients are required to select their own custodian to retain their funds and securities and direct CWM to utilize that custodian for the Client's security transactions. CWM encourages Clients to review statements provided by the account custodian. For more information about custodians and brokerage practices, see "Item 12 - Brokerage Practices".

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

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CWM generally has discretion over the selection and amount of securities to be bought or sold in Client accounts without obtaining prior consent or approval from the Client. However, these purchases or sales may be subject to specified investment objectives, guidelines, or limitations previously set forth by the Client and agreed to by CWM. Discretionary authority will only be authorized upon full disclosure to the Client. The granting of such authority will be evidenced by the Client's execution of an Investment Advisory Agreement containing all applicable limitations to such authority. All discretionary trades made by CWM will be in accordance with each Client's investment objectives and goals.

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

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CWM does not accept proxy-voting responsibility for any Client. Clients will receive proxy statements directly from the Custodian. The Advisor will assist in answering questions relating to proxies, however, the Client retains the sole responsibility for proxy decisions and voting.

## Item 18 – Financial Information

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Neither CWM, nor its management, have any adverse financial situations that would reasonably impair the ability of CWM to meet all obligations to its Clients. Neither CWM, nor any of its advisory persons, has been subject to a bankruptcy or financial compromise. CWM is not required to deliver a balance sheet along with this Disclosure Brochure as the Advisor does not collect fees of \$1,200 for services to be performed six months or more in advance.



## **Form ADV Part 2B – Brochure Supplement**

**for**

**Jon K. Cook, CFP®, CFA**  
**Founding Partner and Wealth Advisor**

**Effective: January 24, 2014**

This Brochure Supplement provides information about the background and qualifications of Jon K. Cook, CFP®, CFA (CRD# **1304538**) in addition to the information contained in the Cook Wealth Management Group LLC ("CWM" or the "Advisor") (CRD # 170372) Disclosure Brochure. If you have not received a copy of the Disclosure Brochure or if you have any questions about the contents of the CWM Disclosure Brochure or this Brochure Supplement, please contact us at (919) 784-9100.

Additional information about Mr. Cook is available on the SEC's Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2 – Educational Background and Business Experience

Jon K. Cook (born in 1944) is the Founding Partner and a Wealth Advisor of CWM. Mr. Cook earned a Bachelor of Science in Accounting from LeMoyne College in 1966.

Additional information regarding Mr. Cook's employment history is included below.

### Employment History:

Founding Partner and Wealth Advisor, Cook Wealth Management Group LLC	01/2014 to Present
Registered Representative, LPL Financial LLC	04/2005 to Present
Investment Advisor Representative, LPL Financial LLC	04/2005 to 02/2014
Financial Advisor, Mony Securities Corporation	09/1988 to 04/2005

### About the CFP® Designation

The Certified Financial Planner™, CFP® and federally registered CFP (with flame design) marks (collectively, the "CFP marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board").

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with Clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education –Complete an 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 attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). 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, 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;
- Experience –Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board's Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals. Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks.
- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their Clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.



### **Chartered Financial Analyst (“CFA”)**

The Chartered Financial Analyst (“CFA”) charter is a professional designation established in 1962 and awarded by CFA Institute. To earn the CFA charter, candidates must pass three sequential, six-hour examinations over two to four years. The three levels of the CFA Program test a wide range of investment topics, including ethical and professional standards, fixed-income analysis, alternative and derivative investments, and portfolio management and wealth planning. In addition, CFA charter-holders must have at least four years of acceptable professional experience in the investment decision-making process and must commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

### **Item 3 – Disciplinary Information**

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***There are no legal, civil or disciplinary events to disclose regarding Mr. Cook.*** Mr. Cook has never been involved in any regulatory, civil or criminal action. There have been no client complaints, lawsuits, arbitration claims or administrative proceedings against Mr. Cook.

Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices. ***As previously noted, there are no legal, civil or disciplinary events to disclose regarding Mr. Cook.***

However, we do encourage you to independently view the background of Mr. Cook on the Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Select “Investment Adviser Search” from the left navigation menu. Then select the option for “Individual” and enter **1304538** in the field labeled “Individual Name or CRD#”.

### **Item 4 – Other Business Activities**

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Mr. Cook has additional business activities that are detailed above in Form ADV Part 2A “Item 10 - Other Financial Activities and Affiliations”.

### **Item 5 – Additional Compensation**

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Mr. Cook has additional business activities where compensation is received. These business activities are detailed above in Form ADV Part 2A “Item 10 - Other Financial Activities and Affiliations”.

### **Item 6 – Supervision**

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Mr. Cook serves as the Founding Partner and Wealth Advisor of CWM and is supervised by Brian J. Cook, the Chief Compliance Officer. Brian J. Cook can be reached at (919) 784-9100.

CWM has implemented a Code of Ethics and internal compliance that guide each employee in meeting their fiduciary obligations to Clients of CWM. Further, CWM is subject to regulatory oversight by various agencies. These agencies require registration by CWM and its employees. As a registered entity, CWM is subject to examinations by regulators, which may be announced or unannounced. CWM is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.



## **Form ADV Part 2B – Brochure Supplement**

**for**

**Brian J. Cook, CFP®**  
**Managing Partner and Wealth Advisor**

**Effective: January 29, 2014**

This Brochure Supplement provides information about the background and qualifications of Brian J. Cook, CFP® (CRD# **4509923**) in addition to the information contained in the Cook Wealth Management Group LLC ("CWM" or the "Advisor") (CRD # 170372) Disclosure Brochure. If you have not received a copy of the Disclosure Brochure or if you have any questions about the contents of the CWM Disclosure Brochure or this Brochure Supplement, please contact us at (919) 784-9100.

Additional information about Mr. Cook is available on the SEC's Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2 – Educational Background and Business Experience

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Brian J. Cook (born in 1969) is a Managing Partner and Wealth Advisor of CWM. Mr. Cook also serves as the Chief Compliance Officer of CWM. Mr. Cook earned a Bachelor of Science in Finance and Economics from Syracuse University in 1991.

Additional information regarding Mr. Cook's employment history is included below.

### Employment History:

Managing Partner, Wealth Advisor, and Chief Compliance Officer, Cook Wealth Management Group LLC	01/2014 to Present
Registered Representative, LPL Financial LLC	04/2005 to Present
Investment Advisor Representative, LPL Financial LLC	04/2005 to 02/2014
Financial Advisor, Mony Securities Corporation	12/2003 to 04/2005

### About the CFP® Designation

The Certified Financial Planner™, CFP® and federally registered CFP (with flame design) marks (collectively, the "CFP marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board").

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with Clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education –Complete an 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 attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). 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, 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;
- Experience –Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board's Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals. Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks.
- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their Clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### **Item 3 – Disciplinary Information**

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***There are no legal, civil or disciplinary events to disclose regarding Mr. Cook.*** Mr. Cook has never been involved in any regulatory, civil or criminal action. There have been no client complaints, lawsuits, arbitration claims or administrative proceedings against Mr. Cook.

Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices. ***As previously noted, there are no legal, civil or disciplinary events to disclose regarding Mr. Cook.***

However, we do encourage you to independently view the background of Mr. Cook on the Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Select "Investment Adviser Search" from the left navigation menu. Then select the option for "Individual" and enter **4509923** in the field labeled "Individual Name or CRD#".

### **Item 4 – Other Business Activities**

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Mr. Cook has additional business activities that are detailed in "Item 10 - Other Financial Activities and Affiliations" in Part 2A above.

### **Item 5 – Additional Compensation**

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Mr. Cook has additional business activities where compensation is received. These business activities are detailed in "Item 10 - Other Financial Activities and Affiliations" in Part 2A above.

### **Item 6 – Supervision**

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Mr. Cook serves as the Managing Partner and Wealth Advisor and Chief Compliance Officer of CWM. Mr. Cook can be reached at (919) 784-9100.



## **Form ADV Part 2B – Brochure Supplement**

**for**

**James A. Richmond  
Wealth Advisor**

**Effective: January 29, 2014**

This Brochure Supplement provides information about the background and qualifications of James A. Richmond (CRD# **4563957**) in addition to the information contained in the Cook Wealth Management Group LLC ("CWM" or the "Advisor") (CRD # 170372) Disclosure Brochure. If you have not received a copy of the Disclosure Brochure or if you have any questions about the contents of the CWM Disclosure Brochure or this Brochure Supplement, please contact us at (919) 784-9100.

Additional information about Mr. Richmond is available on the SEC's Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2 – Educational Background and Business Experience

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James A. Richmond (born in 1947) is a Wealth Advisor of CWM. Mr. Richmond earned a Degree in Accounting from Ryerson Polytechnical University in 1970.

Additional information regarding Mr. Richmond's employment history is included below.

### Employment History:

Wealth Advisor, Cook Wealth Management Group LLC	12/2008 to Present
Registered Representative, LPL Financial	01/2009 to Present
Investment Advisor Representative, LPL Financial	01/2009 to 02/2014
Registered Representative, AXA Advisors	07/2002 to 01/2009

## Item 3 – Disciplinary Information

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***There are no legal, civil or disciplinary events to disclose regarding Mr. Richmond.*** Mr. Richmond has never been involved in any regulatory, civil or criminal action. There have been no client complaints, lawsuits, arbitration claims or administrative proceedings against Mr. Richmond.

Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices. ***As previously noted, there are no legal, civil or disciplinary events to disclose regarding Mr. Richmond.***

However, we do encourage you to independently view the background of Mr. Richmond on the Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Select "Investment Adviser Search" from the left navigation menu. Then select the option for "Individual" and enter **4563957** in the field labeled "Individual Name or CRD#".

## Item 4 – Other Business Activities

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Mr. Richmond is dedicated to the investment advisory activities of CWM's Clients. Mr. Richmond does not have any other business activities.

## Item 5 – Additional Compensation

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Mr. Richmond is dedicated to the investment advisory activities of CWM's Clients. Mr. Richmond does not receive any additional forms of compensation.

## Item 6 – Supervision

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Mr. Richmond serves as the Wealth Advisor of CWM and is supervised by Brian J. Cook, the Chief Compliance Officer. Brian J. Cook can be reached at (919) 784-9100.

CWM has implemented a Code of Ethics and internal compliance that guide each employee in meeting their fiduciary obligations to Clients of CWM. Further, CWM is subject to regulatory oversight by various agencies. These agencies require registration by CWM and its employees. As a registered entity, CWM is subject to examinations by regulators, which may be announced or unannounced. CWM is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.



## **Cook Wealth Management Group LLC**

### **Privacy Policy**

**Effective: January 29, 2014**



## Privacy Policy

### Our Commitment to You

Cook Wealth Management Group LLC ("CWM" or the "Advisor") is committed to safeguarding the use of personal information of our Clients (also referred to as "you" and "your") that we obtain as your Investment Advisor, as described here in our Privacy Policy ("Policy").

Our relationship with you is our most important asset. We understand that you have entrusted us with your private information, and we do everything that we can to maintain that trust. CWM (also referred to as "we", "our" and "us") protects the security and confidentiality of the personal information we have and implements controls to ensure that such information is used for proper business purposes in connection with the management or servicing of our relationship with you.

CWM does not sell your non-public personal information to anyone. Nor do we provide such information to others except for discrete and reasonable business purposes in connection with the servicing and management of our relationship with you, as discussed below.

Details of our approach to privacy and how your personal non-public information is collected and used are set forth in this Policy.

### Why you need to know?

Registered Investment Advisors ("RIAs") must share some of your personal information in the course of servicing your account. Federal and State laws give you the right to limit some of this sharing and require RIAs to disclose how we collect, share, and protect your personal information.

### What information do we collect from you?

Social security or taxpayer identification number	Assets and liabilities
Name, address and phone number(s)	Income and expenses
E-mail address(es)	Investment activity
Account information (including other institutions)	Investment experience and goals

### What Information do we collect from other sources?

Custody, brokerage and advisory agreements	Account applications and forms
Other advisory agreements and legal documents	Investment questionnaires and suitability documents
Transactional information with us or others	Other information needed to service account

### How do we protect your information?

To safeguard your personal information from unauthorized access and use we maintain physical, procedural and electronic security measures. These include such safeguards as secure passwords, encrypted file storage and a secure office environment. Our technology vendors provide security and access control over personal information and have policies over the transmission of data. Our associates are trained on their responsibilities to protect Client's personal information.

We require third parties that assist in providing our services to you to protect the personal information they receive from us.

### How do we share your information?

An RIA shares Client personal information to effectively implement its services. In the section below, we list some reasons we may share your personal information.

Basis For Sharing	Do we share?	Can you limit?
<b>Servicing our Clients</b> We may share non-public personal information with non-affiliated third parties (such as administrators brokers, custodians, regulators, credit agencies, other financial institutions) as necessary for us to provide agreed upon services to you, consistent with applicable law, including but not limited to: processing transactions; general account maintenance; responding to regulators or legal investigations; and credit reporting.	Yes	No
<b>Marketing Purposes</b> CWM does not disclose, and does not intend to disclose, personal information with non-affiliated third parties to offer you services. Certain laws may give us the right to share your personal information with financial institutions where you are a customer and where CWM or the client has a formal agreement with the financial institution. <b>We will only share information for purposes of servicing your accounts, not for marketing purposes.</b>	No	Not Shared
<b>Authorized Users</b> Your non-public personal information may be disclosed to you and persons that we believe to be your authorized agent(s) or representative(s).	Yes	Yes
<b>Information About Former Clients</b> CWM does not disclose and does not intend to disclose, non-public personal information to non-affiliated third parties with respect to persons who are no longer our Clients.	No	Not Shared

### State-specific Regulations

Massachusetts	In response to a Massachusetts law, clients must "opt-in" to share non-public personal information with non-affiliated third parties before any personal information is disclosed. We may disclose non-public personal information to other financial institutions with whom we have joint business arrangements for proper business purposes in connection with the management or servicing of your account.
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### Changes to our Privacy Policy

We will send you a copy of this Policy annually for as long as you maintain an ongoing relationship with us.

Periodically we may revise this Policy, and will provide you with a revised policy if the changes materially alter the previous Privacy Policy. We will not, however, revise our Privacy Policy to permit the sharing of non-public personal information other than as described in this notice unless we first notify you and provide you with an opportunity to prevent the information sharing.

### Any Questions?

You may ask questions or voice any concerns, as well as obtain a copy of our current Privacy Policy by contacting us at (919) 784-9100.