



## CLIENT BROCHURE

*This brochure provides information about the qualifications and business practices of MARRS Wealth Management, LLC. If you have any questions about the contents of this brochure, please contact us at (515) 233-0307 or by email at: [marrsfinancial@mchsi.com](mailto:marrsfinancial@mchsi.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.*

*Additional information about MARRS Wealth Management, LLC is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). MARRS Wealth Management, LLC's CRD number is: 152280*

313 Fifth Street, Suite 101  
Ames, Iowa, 50010  
(515) 233-0307  
[www.marrswealthmanagement.com](http://www.marrswealthmanagement.com)  
[info@marrswealthmanagement.com](mailto:info@marrswealthmanagement.com)

*Registration does not imply a certain level of skill or training.*

Version Date: 06/01/2015

## **Item 2: Material Changes**

### **Annual Update**

The Material Changes section of this brochure will be updated annually or when material changes occur since the previous release of the Firm Brochure.

### **Material Changes since the Last Update**

Since the last filing of this brochure on January 20, 2015, the assets under management for the firm have been updated.

### **Full Brochure Available**

This Firm Brochure being delivered is the complete brochure for the Firm.

## Item 3: Table of Contents

### Table of Contents

Item 2: Material Changes.....	i
Annual Update.....	i
Material Changes since the Last Update .....	i
Full Brochure Available .....	i
Item 3: Table of Contents .....	ii
Item 4: Advisory Business.....	1
A. Description of the Advisory Firm .....	1
B. Types of Advisory Services .....	1
Investment Supervisory Services .....	1
Financial Planning.....	1
Services Limited to Specific Types of Investments .....	1
C. Client Tailored Services and Client Imposed Restrictions.....	2
D. Wrap Fee Programs.....	2
E. Amounts Under Management .....	2
Item 5: Fees and Compensation.....	2
A. Fee Schedule.....	2
Tiered Investment Supervisory Services Fees for individuals.....	2
B. Payment of Fees .....	3
Payment of Investment Supervisory Fees .....	3
C. Clients Are Responsible For Third Party Fees.....	3
D. Prepayment of Fees .....	3
E. Outside Compensation For the Sale of Securities to Clients.....	4
Item 6: Performance-Based Fees and Side-By-Side Management .....	4
Item 7: Types of Clients .....	4
Item 8: Methods of Analysis, Investment Strategies, and Risk of Investment Loss.....	4
A. Methods of Analysis and Investment Strategies .....	4
Charting analysis.....	4
Fundamental analysis.....	4

Technical analysis .....	4
Cyclical analysis .....	4
B. Material Risks Involved .....	5
C. Risks of Specific Securities Utilized.....	5
Item 9: Disciplinary Information .....	5
Item 10: Other Financial Industry Activities and Affiliations.....	5
A. Registration as a Broker/Dealer or Broker/Dealer Representative .....	5
B. Registration as a Futures Commission Merchant, Commodity Pool Operator, or a Commodity Trading Advisor .....	5
C. Registration Relationships Material to this Advisory Business and Possible Conflicts of Interests ...	6
D. Selection of Other Advisors or Managers and How This Adviser is Compensated for Those Selections.....	6
Item 11: Code of Ethics, Participation in Transactions, Personal Trading .....	6
A. Code of Ethics .....	6
B. Recommendations Involving Material Financial Interests .....	6
C. Investing Personal Money in the Same Securities as Clients .....	6
D. Trading Securities At/Around the Same Time as Clients' Securities .....	6
Item 12: Brokerage Practices.....	7
A. Factors Used to Select Custodians and/or Broker/Dealers .....	7
1. Brokerage for Client Referrals .....	7
2. Clients Directing Which Broker/Dealer/Custodian to Use .....	7
B. Aggregating (Block) Trading for Multiple Client Accounts .....	8
Item 13: Reviews of Accounts .....	8
A. Frequency and Nature of Periodic Reviews and Who Makes Those Reviews .....	8
B. Factors That Will Trigger a Non-Periodic Review of Client Accounts.....	8
C. Content and Frequency of Regular Reports Provided to Clients .....	8
Item 14: Client Referrals and Other Compensation .....	8
A. Economic Benefits Provided by Third Parties for Advice Rendered to Clients (Includes Sales Awards or Other Prizes).....	8
B. Compensation to Non – Advisory Personnel for Client Referrals .....	9
Item 15: Custody .....	9
Item 16: Investment Discretion .....	9

Item 17: Voting Client Securities (Proxy Voting) .....	9
Item 18: Financial Information .....	9
A. Balance Sheet.....	9
B. Financial Conditions Reasonably Likely to Impair Ability to Meet Contractual Commitments to Clients .....	9
C. Bankruptcy Petitions in Previous Ten Years.....	9

## **Item 4: Advisory Business**

### **A. Description of the Advisory Firm**

This firm has been in business since January 4<sup>th</sup> 2010, and the principal owners are Craig Timothy Marrs and Roger Ivan Willroth.

### **B. Types of Advisory Services**

Marrs Wealth Management, LLC (hereinafter “MWM”) offers the following services to advisory clients:

#### ***Investment Supervisory Services***

MWM offers ongoing portfolio management services based on the individual goals, objectives, time horizon, and risk tolerance of each client. MWM creates an Investment Policy Statement for each client, which outlines the client’s current situation (income, tax levels, and risk tolerance levels) and then constructs a plan (the Investment Policy Statement) to aid in the selection of a portfolio that matches each client’s specific situation. Investment Supervisory Services include, but are not limited to, the following:

- Investment strategy
- Asset allocation
- Risk tolerance
- Personal investment policy
- Asset selection
- Regular portfolio monitoring

MWM evaluates the current investments of each client with respect to their risk tolerance levels and time horizon. MWM will request discretionary authority from clients in order to select securities and execute transactions without permission from the client prior to each transaction. Risk tolerance levels are documented in the Investment Policy Statement, which is given to each client.

#### ***Financial Planning***

Financial planning may include, but are not limited to: investment planning, life insurance; tax concerns; retirement planning; college planning; and debt/credit planning.

#### ***Services Limited to Specific Types of Investments***

MWM limits its investment advice and money management to mutual funds, equities, bonds, fixed income, debt securities, ETFs, real estate, REITs, Managed Accounts, and government securities. MWM may use other securities as well to help diversify a portfolio when applicable.

### **C. Client Tailored Services and Client Imposed Restrictions**

MWM offers the same suite of services to all of its clients and typically only work with clients who have the same or similar investment objectives that include moderate investment risk tolerance, with an objective of growth and income and a focus towards preserving capital. In the event that potential clients do not fall into the previously stated risk tolerance and objectives MWM may refer them to another advisor or take them as client on a case by case basis.

Clients may not impose restrictions in investing in certain securities or types of securities in accordance with their values or beliefs.

### **D. Wrap Fee Programs**

MWM does not participate in any wrap fee programs.

### **E. Amounts Under Management**

MWM has the following assets under management:

<b>Discretionary Amounts:</b>	<b>Non-discretionary Amounts:</b>	<b>Date Calculated:</b>
\$150,118,993	\$0.00	05/29/2015

## **Item 5: Fees and Compensation**

### **A. Fee Schedule**

#### ***Tiered Investment Supervisory Services Fees for individuals***

<b>Total Assets Under Management</b>	<b>Annual Fee</b>
Up to \$199,999	1.40%
Then from \$200,000 to \$499,999	0.90%
Then from \$500,000 to \$999,999	0.80%
Then from \$1,000,000 to \$2,999,999	0.70%
Then from \$3,000,000 to \$4,999,999	0.60%
Then from \$5,000,000 to \$9,999,999	0.40%
Then from \$10,000,000 and Above	0.25%

Fee structure indicated for client relationships established on or about August 31, 2013

### ***Tiered Fee Schedule for Endowment/Not for Profit Accounts***

<b>Total Assets Under Management</b>	<b>Annual Fee</b>
Up to \$199,999	1.00%
Then from \$200,000 to \$499,999	0.60%
Then from \$500,000 to \$999,999	0.55%
Then from \$1,000,000 to \$2,999,999	0.50%
Then from \$3,000,000 to \$4,999,999	0.45%
Then from \$5,000,000 to \$9,999,999	0.35%
Then from \$10,000,000 and Above	0.20%

The annualized fees for Investment Supervisory Services are charged on a tiered fee schedule as a percentage of assets under management, calculated on an average daily balance. When you use tiered rates, the portfolio management fee is calculated by applying different rates to different portions of the portfolio. MWM may group certain related client accounts for the purposes of achieving the minimum account size and determining the annualized fee.

These fees are negotiable and the final fee schedule is attached as Exhibit II of the Investment Advisory Contract. Fees are paid quarterly in arrears, and clients may terminate their contracts with thirty days' written notice. Because fees are charged in arrears, no refund is necessary. Clients may terminate their accounts without penalty within 5 business days of signing the advisory contract. Advisory fees are withdrawn directly from the client's accounts with client written authorization.

#### **B. Payment of Fees**

##### ***Payment of Investment Supervisory Fees***

Advisory fees are withdrawn directly from the client's accounts with client written authorization. Fees are paid quarterly in arrears.

#### **C. Clients Are Responsible For Third Party Fees**

Clients are responsible for the payment of all third party fees (i.e. custodian fees, mutual fund fees, transaction fees, etc.). Those fees are separate and distinct from the fees and expenses charged by MWM. Please see Item 12 of this brochure regarding broker/custodian.

#### **D. Prepayment of Fees**

MWM collects its fees in arrears. It does not collect fees in advance.



## **E. Outside Compensation For the Sale of Securities to Clients**

Neither MWM nor its supervised persons accept any compensation for the sale of securities or other investment products, including asset-based sales charges or services fees from the sale of mutual funds.

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

MWM does not accept performance-based fees or other fees based on a share of capital gains on or capital appreciation of the assets of a client.

## **Item 7: Types of Clients**

MWM generally provides investment advice and management supervisory services to the following Types of Clients:

- ❖ Individuals
- ❖ High-Net-Worth Individuals
- ❖ Charitable organizations

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

### **A. Methods of Analysis and Investment Strategies**

MWM's methods of analysis include charting analysis, fundamental analysis, technical analysis, and cyclical analysis.

**Charting analysis** involves the use of patterns in performance charts. MWM uses this technique to search for patterns used to help predict favorable conditions for buying and/or selling a security.

**Fundamental analysis** involves the analysis of financial statements, the general financial health of companies, and/or the analysis of management or competitive advantages.

**Technical analysis** involves the analysis of past market data; primarily price and volume.

**Cyclical analysis** involves the analysis of business cycles to find favorable conditions for buying and/or selling a security.

**Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.**

## **B. Material Risks Involved**

MWM uses Long Term Trading, Margin Transactions, and Options Trading (including covered options, uncovered options, or spreading strategies).

MWM utilizes investment strategies that are designed to capture market rates of both return and risk. Frequent trading, when done, can affect investment performance, particularly through increased brokerage and other transaction costs and taxes. Short sales, margin transactions, and options writing generally hold greater risk and clients should be aware that there is a chance of material risk of loss using any of those strategies.

**Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.**

## **C. Risks of Specific Securities Utilized**

MWM generally seeks investment strategies that do not involve significant or unusual risk beyond that of the general domestic and/or international equity markets.

**Past performance is not a guarantee of future returns. Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.**

## **Item 9: Disciplinary Information**

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business or the integrity of our management.

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

### **A. Registration as a Broker/Dealer or Broker/Dealer Representative**

Neither MWM nor its representatives are registered as a broker/dealer or as representatives of a broker/dealer.

### **B. Registration as a Futures Commission Merchant, Commodity Pool Operator, or a Commodity Trading Advisor**

Neither MWM nor its representatives are registered as a FCM, CPO, or CTA.

### **C. Registration Relationships Material to this Advisory Business and Possible Conflicts of Interests**

Neither MWM nor its representatives have any material relationships to this advisory business that would present a possible conflict of interest.

### **D. Selection of Other Advisors or Managers and How This Adviser is Compensated for Those Selections**

MWM does not utilize nor select other advisors or third party managers. All assets are managed by MWM management.

## **Item 11: Code of Ethics, Participation in Transactions, Personal Trading**

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

We have a written Code of Ethics that covers the following areas: Prohibited Purchases and Sales, Insider Trading, Personal Securities Transactions, Exempted Transactions, Prohibited Activities, Conflicts of Interest, Gifts and Entertainment, Confidentiality, Service on a Board of Directors, Compliance Procedures, Compliance with Laws and Regulations, Procedures and Reporting, Certification of Compliance, Reporting Violations, Compliance Officer Duties, Training and Education, Recordkeeping, Annual Review, and Sanctions. Clients may request a copy of our Code of Ethics from management.

### **B. Recommendations Involving Material Financial Interests**

MWM does not recommend that clients buy or sell any security in which a related person to MWM has a material financial interest.

### **C. Investing Personal Money in the Same Securities as Clients**

From time to time, representatives of MWM may buy or sell securities for themselves that they also recommend to clients. MWM will always document any transactions that could be construed as conflicts of interest and will always transact client business before their own when similar securities are being bought or sold.

### **D. Trading Securities At/Around the Same Time as Clients' Securities**

From time to time, representatives of MWM may buy or sell securities for themselves at or around the same time as clients. MWM will not trade non-mutual fund or non-ETF securities 5 days prior to or 5 days after trading the same security for clients.

## **Item 12: Brokerage Practices**

### **A. Factors Used to Select Custodians and/or Broker/Dealers**

The Custodians, Schwab Institutional, a division of Charles Schwab & Co., Inc., First Trust of Onaga, TD Ameritrade and TIAA-CREF, were suggested based on a combination of their relatively low transaction fees, name recognition, best execution, and suitability to individual client needs. MWM will never charge a premium or commission on transactions, beyond the actual cost imposed by Custodian. Every attempt will be made to get group discounts on transactions when possible. Clients may pay commissions higher than those obtainable from other brokers in return for these products and services.

Schwab has provided a loan to Advisor to assist its business operations, and the loan is guaranteed by Craig Marrs, principal(s) of Advisor. The terms of the loan require that management fees to Advisor be paid to an account at Schwab for deduction of interest and principal payments pursuant to the loan before Advisor may have access to that fee payment. The loan agreement contains various representations by Advisor, including that it will maintain \$64,000,000 in assets under management, and various events of default, including that Advisor will comply with all laws, contracts, licenses and permits. In the event of an unheeded default under the terms of the loan agreement, Schwab may terminate and/or accelerate the loan, which may have a material adverse effect on the Advisor's ability to perform services for you.

Some of the products, services and other benefits provided by Schwab, including the Schwab Institutional Business Loan noted above, benefit Advisor and may not benefit Advisor's client accounts. Advisor's recommendation/requirement that a client place assets in Schwab's custody may be based in part on benefits Schwab provides to Advisor, and not solely on the nature, cost or quality of custody and execution services provided by Schwab.

Advisor places trades for its clients' accounts subject to its duty to seek best execution and its other fiduciary duties. Advisor may use broker-dealers other than Schwab to execute trades for client accounts maintained at Schwab, but this practice may result in additional costs to clients so that Advisor is more likely to place trades through Schwab rather than other broker-dealers. Schwab's execution quality may be different than other broker-dealers.

#### ***1. Brokerage for Client Referrals***

MWM receives no referrals from a broker-dealer or third party in exchange for using that broker-dealer or third party.

#### ***2. Clients Directing Which Broker/Dealer/Custodian to Use***

MWM will not allow clients to direct MWM to use a specific broker-dealer to execute transactions. Clients must use MWM recommended custodian (broker-dealer). Not all investment advisers require their clients to direct brokerage.

By requiring clients to use our specific custodian, MWM may be unable to achieve most favorable execution of client transaction and that this may cost clients money over using a lower-cost custodian.

### **B. Aggregating (Block) Trading for Multiple Client Accounts**

MWM maintains the ability to block trade purchases across accounts but will rarely do so. While block trading may benefit clients by purchasing larger blocks in groups, we do not feel that the clients are at a disadvantage due to the best execution practices of our custodian.

## **Item 13: Reviews of Accounts**

### **A. Frequency and Nature of Periodic Reviews and Who Makes Those Reviews**

Client accounts are reviewed at least quarterly only by Craig Timothy Marrs and Roger Willroth. They are the chief advisors and are instructed to review clients' accounts with regards to their investment policies and risk tolerance levels. All accounts at IA are assigned to this reviewer.

All financial planning accounts are reviewed upon financial plan creation and plan delivery by Craig Timothy Marrs and Roger Willroth.

### **B. Factors That Will Trigger a Non-Periodic Review of Client Accounts**

Reviews may be triggered by material market, economic or political events, or by changes in client's financial situations (such as retirement, termination of employment, physical move, or inheritance).

### **C. Content and Frequency of Regular Reports Provided to Clients**

Each client will receive at least quarterly a written report detailing the clients account performance, which may come from the custodian.

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

### **A. Economic Benefits Provided by Third Parties for Advice Rendered to Clients (Includes Sales Awards or Other Prizes)**

MWM does not receive any economic benefit, directly or indirectly from any third party for advice rendered to MWM clients.

## **B. Compensation to Non – Advisory Personnel for Client Referrals**

MWM does not directly or indirectly compensate any person who is not advisory personnel for client referrals.

## **Item 15: Custody**

MWM does not take custody of client accounts at any time. Custody of client's accounts is held primarily at the custodian. Clients will receive account statements from the custodian and should carefully review those statements.

## **Item 16: Investment Discretion**

For those client accounts where MWM provides ongoing supervision, MWM maintains limited power of authority over client accounts with respect to securities to be bought and sold and amount of securities to be bought and sold. All buying and selling of securities is explained to clients in detail before an advisory relationship has commenced.

## **Item 17: Voting Client Securities (Proxy Voting)**

MWM will not ask for, nor accept voting authority for client securities. Clients will receive proxies directly from the issuer of the security or the custodian. Clients should direct all proxy questions to the issuer of the security.

## **Item 18: Financial Information**

### **A. Balance Sheet**

MWM does not require nor solicit prepayment of more than \$1,200 in fees per client, six months or more in advance and therefore does not need to include a balance sheet with this brochure.

### **B. Financial Conditions Reasonably Likely to Impair Ability to Meet Contractual Commitments to Clients**

Neither MWM nor its management have any financial conditions that are likely to reasonably impair our ability to meet contractual commitments to clients.

### **C. Bankruptcy Petitions in Previous Ten Years**

MWM has not been the subject of a bankruptcy petition in the last ten years.