

# MISSION WEALTH<sup>®</sup>

Your goals. Our mission.

**Corporate Headquarters**  
**1111 Chapala Street, 3rd Floor**  
**Santa Barbara, CA 93101**  
**Phone: (805) 882-2360**

<https://www.missionwealthmanagement.com>

**August 2016**

**Los Angeles | Westlake Village | Santa Barbara | San Francisco | Denver | Scottsdale**

This brochure provides information about the qualification and business practices of Mission Wealth Management, LLC (MWM). If you have any questions about the contents of this brochure, please contact Brad Stark at (805) 882-2360. 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 MWM is available on the Internet at [www.advisorinfo.sec.gov](http://www.advisorinfo.sec.gov). Mission Wealth Management, LLC is a Registered Investment Advisor, registered with the United States Securities and Exchange Commission (SEC) under the Investment Advisers Act of 1940. This designation does not imply a certain level of skill or training.

## **Item 2 - Material Changes**

No material changes have been made to this brochure since our last annual update on March 13, 2015.

### Item 3 - Table of Contents

Item 1 - Cover Page.....	1
Item 2 - Material Changes.....	2
Item 3 - Table of Contents.....	3
Item 4 – Advisory Business .....	4
Item 5 – Advice / Service Fees and Compensation .....	6
Item 6 - Performance-Based Fees and Side-By-Side Management .....	7
Item 7 - Types of Clients.....	7
Item 8 - Methods of Analysis, Investment Strategies and Risk of Loss.....	7
Item 9 - Disciplinary Information .....	8
Item 10 - Other Financial Industry Activities and Affiliations .....	8
Item 11 - Code of Ethics, Participation or Interest in Client Transactions and Personal Trading.	8
Item 12 – Custodian / Brokerage Practices.....	9
Item 13 - Review of Accounts .....	11
Item 14 - Client Referrals and Other Compensation.....	12
Item 15 - Custody.....	13
Item 16 - Investment Discretion.....	14
Item 17 - Voting Client Securities .....	14
Item 18 - Financial Information .....	14

## Item 4 – Advisory Business

Mission Wealth Management, LLC (DBA Mission Wealth) is an SEC-registered investment adviser legally bound by the fiduciary standard when serving clients. This means that we will always act in our clients' best interest. To be specific, Mission Wealth makes the following commitments to our clients:

1. We will always put our clients' interests first – ahead of our own, that of our firm, and our employees. As defined by federal law, we will act as your fiduciary.
2. While neither we nor anyone can promise superior investment returns, we will provide impartial advice and act with skill, care, diligence and good judgment in the management of clients' investment portfolios.

MWM was established in February 2000 and has seven partners with Seth Streeter and Brad Stark as the majority shareholders with the minority held by Matthew Adams, Geoffrey Gaggis, Andrew Penso, Dannel Stuart and Tricia Fahnoe.

### General Description of Services:

MWM and its Client Advisors ("CAs") (those that at minimum have a series 65 license or equivalent), provide a variety of investment advisory services to Clients, including, but not limited to: personalized portfolio management (Investment services) and financial planning (Consulting services).

### Investment Services:

We begin by gathering information about the Client's financial circumstances and goals. We then assist in determining objectives. MWM then makes asset allocation and investment recommendations in accordance with the objectives. Portfolios may include many types of investments including, but not limited to:

- Exchange Traded Funds (ETFs)
- Institutional Mutual Funds
- Dimensional Funds (DFA)
- Multi-Managed Funds
- Common and Preferred Stocks
- Corporate and Government Bonds
- Social Values / Socially Responsible (SRI)
- Municipal Tax Free Bonds
- Certificate of Deposits (CD's) and Cash Instruments
- Alternative Investments
  - Sector Funds
  - Hedge Funds (Private and Public)

- Short Funds
- Unit Investment Trusts
- Hedging Strategies
- Stock Exchange Fund
- Private Equity
- Limited Partnerships
- Trading Strategies
- Variable Insurance Contracts
- The above covers both domestic and foreign securities

MWM first analyzes the Client's financial situation and investment objectives. Services are tailored to the individual needs of clients based upon goals, income needs, risk tolerance and tax status to name a few. Clients may impose restrictions. MWM then determines the most appropriate platform and investments that best match the objectives. Once the Client agrees with the recommendations, MWM implements the portfolio.

MWM never holds client money. MWM will assist the Client to establish individual accounts in their name primarily at Fidelity or Charles Schwab. Additional limited relationships exist at SEI Trust Company and First Mercantile Trust. These custodians hold the Client's funds and complete transactions at the request of MWM on behalf of the Client. See specific paperwork for details regarding the Custodian and the services they offer to the Client.

MWM has discretion on all accounts except on 401(k) plans. MWM generally recommends long-term investment strategies. Short-term investment strategies may be used to accommodate certain circumstances. There is no assurance that a Client's investment objectives will be achieved, and past performance does not guarantee future results.

#### Client Information:

Services provided depend largely on the information provided by the Client. To provide appropriate recommendations and implementation for the Client, it is very important that the Client provide accurate and complete responses to the questions asked, as well as inform MWM of any changes in the Client's investment objectives and personal circumstances. MWM will periodically send each Client a reminder to notify MWM of any changes. Clients are assigned a Client Advisor ("CA") who is responsible for delivering advisory services, and dealing with matters relating to their accounts.

#### Consulting Services:

MWM provides consultation services involving the analysis of a particular investment or financial situation. This generally takes the form of a financial plan but may just focus on a topic such as Retirement Planning, Estate and Legacy Planning, College Planning, Cash Flow Analysis, Corporate Benefit Reviews, Seminars, Fiduciary Compliance Work, Expert Witness Reports and/or testimony or Analysis with regard to investment of lump sum distributions from employer pension, profit sharing plans and the like.

In preparing a financial plan for a Client, MWM gathers information through personal interviews and document requests.

Should a Client implement the recommendations contained in the financial plan, MWM suggests that the Client work closely with his or her attorney and/or accountant and share the recommendations. Consulting Services may be charged on an hourly basis or as a flat fee but are usually covered under the Investment Advisory Fee for clients that have assets under our management.

MWM does not participate in wrap fee programs.

Assets under Management as of 06/30/2016:

Discretionary:	\$1,319,112,978
Non-Discretionary:	\$2,923,685
Total:	\$1,322,036,663

#### **Item 5 – Advice / Service Fees and Compensation**

First \$2,000,000	1.00%
\$2,000,001 - \$5,000,000	0.85%
\$5,000,001 - \$10,000,000	0.70%
\$10,000,001 – \$20,000,000	0.50%
Over \$20,000,000	As agreed upon

Investment Advisory Fee subject to a \$1,000,000 minimum account size or \$10,000 per year minimum service charge. Service charges are calculated on the fair market value of the assets in the Client's advisory account at quarter end. Bills for past services are directly debited from clients' custodial accounts on a quarterly basis. For example, fees calculated on 12/31 are for services rendered from 10/1 to 12/31. Clients may pay fees other than those listed that are based on schedules in effect prior to their becoming clients of MWM or on schedules no longer in effect for new MWM Clients or as agreed upon. Billing is based upon uploaded price files and securities as reported by the custodian. We believe the information to be accurate but we do not guarantee it as transaction posting may be postponed into another time period due to settlement variances (i.e. dividends, specific security transactions). Client can compare the accuracy of MWM reports to the custodial statements.

Client pays for transaction charges, if any, as outlined by each Custodian. Each Client will receive an investment statement that will show the amount of the charges for the period. Further information regarding the fees for each Custodian will be furnished upon request and schedules by the custodian are subject to change.

When assets are invested in mutual funds, hedge funds, ETFs, Third Party Managers or the like, Clients will pay both the direct management fee to MWM for its services in connection with these investments and, indirectly, their pro-rata share of the management and other fees of the product or service. A Client may be able to invest directly in the product without incurring

the fees charged by MWM. Fee details are found in the prospectus. For assets held at Schwab, Fidelity, SEI Trust Company, or First Mercantile Trust, the sole compensation that MWM receives comes via the advisory fee charged to the Client. Clients should note that they are under no obligation to purchase any investment products through MWM. Clients have the option to purchase recommended investments through other brokers or unaffiliated agents at a higher or lower cost.

Client may terminate their account without penalty within 5 business days of signing their advisory contract. Refunds are not applicable since advisory fees are billed in arrears. For consulting contracts, a pro-rata refund on unfinished work will be subject to a refund if applicable. Fees are not collected in advance for services exceeding six months.

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

MWM does not accept "performance fees" - that is, fees based on a share of capital gains or on capital appreciation of the assets of a Client. We view performance fees for MWM as a serious conflict of interest in our role.

### **Item 7 - Types of Clients**

MWM generally provides investment advice to affluent individuals/families, pension/profit sharing plans, trusts/estates/charitable organizations, with investible assets of \$1,000,000+.

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

MWM offers advice on the following: equity securities (exchange-listed securities, securities traded over-the-counter and foreign issuers), corporate debt securities, certificates of deposit, alternative investments including hedge funds, municipal securities, investment company securities (variable life insurance, variable annuities, mutual fund shares), U.S. government securities, options contracts on securities, MLP's and partnership interests investing in real estate and oil & gas interests, to name a few. MWM may use private investments (typically hedge funds, alternatives) which require the investor to be "accredited" or "qualified."

MWM security analysis methods may include charting, fundamental analysis, technical analysis, 3<sup>rd</sup> Party analysis, economic and cyclical analysis. MWM may also utilize "demographic" research provided by external third party sources.

Sources of information MWM uses may include but not limited to Bloomberg, FactSet, financial newspapers and magazines, inspections of corporate activities, research materials prepared by others (3<sup>rd</sup> Party analysis), corporate ratings services, and company filings including annual reports, prospectuses, SEC filings and press releases.

MWM uses the following investment strategies to implement any investment advice given to clients: long term purchases (securities held at least a year) and short term purchases (securities sold within a year). Additionally, MWM may utilize additional investment strategies

which may include but are not limited to: Forward contracts, Collars, Hedge Funds, Private Funds, 40 Act Leverage Products and/or Short Funds.

The risk to any analysis is the data is flawed, assumptions are wrong and the realization that the world is full of surprises. We reduce this risk by using multiple sources of data and diversifying portfolios. In regards to strategy, another risk is (natural disasters, human actions, etc.) the mandated use of historical return, volatility and correlation data that may not materialize the same in the future.

Our primary securities are ETFs, mutual funds, institutional funds and individual securities. For ETFs and mutual funds, the primary risk is market or "systematic" risk. For bonds, the risks are the same with the addition of unsystematic risk (i.e. potential default).

### **Item 9 - Disciplinary Information**

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

There are no administrative proceedings before the SEC, federal regulatory agency, state regulatory agency or any foreign financial regulatory authority involving MWM.

There are no self-regulatory organization (SRO) proceedings against MWM.

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

MWM and its CAs may also be licensed to sell insurance products (California License #0D35068). Approximately less than 5% of their time is spent in connection with these activities. Mr. Gaggs is individually registered with Mutual Securities, Inc., member FINRA/SIPC. The types of securities offered by Mr. Gaggs are those not available through MWM's preferred platform. Since this may generate customary commissions for him, an incentive to recommend products based on the compensation earned is a potential conflict of interest. To mitigate this potential MWM and its CAs will put the clients' best interest before those of their own.

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

MWM has a duty of utmost good faith to act solely in the best interests of each of our clients (Fiduciary). Clients entrust MWM with their funds, which in turn places a high standard on our conduct and integrity. Our duty compels all employees to act with the utmost integrity in all of our dealings. This duty is the core principle underlying this Code of Ethics and Personal Trading Policy, and represents the expected basis of all of our dealings with our clients.

A complete copy of our Code of Ethics will be provided upon request.



We view the creation, selling and financial participation of proprietary funds as a serious conflict of interest. As such, MWM has no material financial interest in the recommended securities presented to clients.

CAs may buy or sell for themselves securities that MWM recommends to clients. Although personal security transactions may be made by CAs for their own account(s) without specific disclosure to the Client, such transactions will not be effected when they are adverse to the Client's interests. All transactions are governed by MWM policies.

Outside of the rebalancing process, employees are expected to purchase or sell a security for their personal accounts only after trading of that same security has been completed in client accounts. Personal accounts of the employee include all accounts for family members living within the employee's household and accounts over which the employee has authority even though the account owner does not live within the same household as the employee.

- a. Any employee contemplating a trade to the contrary must consult with the CCO before conducting his or her personal trade.
- b. It is the employee's responsibility to know which securities are being traded by the firm. The employee may consult with the CCO and CIO to determine whether a security is an appropriate purchase by the employee.

## **Item 12 – Custodian / Brokerage Practices**

Mission NEVER has custody of client funds. We seek to recommend a custodian/broker (typically Fidelity or Schwab) who will hold your assets and execute transactions on terms that are overall advantageous. When choosing a custodian / brokerage, we consider a wide range of factors, including, but not limited to:

- Timeliness of execution
- Timeliness and accuracy of trade confirmations
- Research services provided
- Ability to provide investment ideas
- Execution facilitation services provided
- Record keeping services provided
- Custody services provided
- Frequency and correction of trading errors
- Ability to access a variety of market venues
- Expertise as it relates to specific securities or transactions
- Business reputation
- Good service

With this in consideration, our firm has an arrangement with Fidelity Brokerage Services LLC ("Fidelity"), Charles Schwab & Co., Inc. ("Schwab") and SEI Trust Company (SEI). We participate in the WAS and SAN programs. Please see the disclosure under Item 14 of this Brochure.

Schwab has made available for our use in the management of client accounts in the form of reporting and aggregation, Schwab Performance Technologies, at a reduced cost. As a result of receiving the services, we may have an incentive to continue to use Schwab. Our firm examined this potential conflict of interest when we chose to enter into the relationship and we have determined that the relationship is in the best interest of our firm's clients and satisfies our client obligations, including our duty to seek best execution.

Fidelity and Schwab charge brokerage commissions and transaction fees for effecting certain securities transactions (i.e., transaction fees are charged for certain no-load mutual funds, commissions are charged for individual equity and debt securities transactions). Fidelity and Schwab enable us to obtain many no-load mutual funds without transaction charges and other no-load funds at nominal transaction charges. Fidelity and Schwab's commission rates are generally discounted from customary retail commission rates. However, the commission and transaction fees charged by Fidelity and Schwab may be higher or lower than those charged by other custodians and broker-dealers.

In seeking best execution, the determinative factor is not the lowest possible cost, but whether the transaction represents the best qualitative execution, taking into consideration the full range of a broker-dealer's services, including the value of research provided, execution capability, commission rates, client/investor service, online access and responsiveness to name a few.

### **Soft Dollars**

Our firm does not accept products or services that do not qualify for Safe Harbor outlined in Section 28(e) of the Securities Exchange Act of 1934, such as those services that do not aid in investment decision-making or trade execution.

### **Client Brokerage Commissions**

We do not financially participate in client brokerage commissions (or markups or markdowns). Those charges are imposed directly by the brokerage to transact the trade. Mission has an incentive to use lower fee services which also benefits the client.

### **Procedures to Direct Client Transactions in Return for Soft Dollars**

We do not direct client transactions to a particular broker-dealer in return for soft dollar benefits.

### **Directed Brokerage**

We routinely recommend that a client directs us to execute through a specified broker-dealer. Our firm recommends the use of Schwab, Fidelity and SEI. Each client will be required to establish their account(s) with a recommended custodian if not already done.

## **Brokerage for Client Referrals**

Our firm does not receive brokerage for client referrals.

## **Prime Brokerage**

In certain instances we may determine that it would be in the client's best interest to direct the clients' trades to a specific dealer (i.e. we can buy a bond at a better price at another dealer "away" from the main custodian). When directing trades away from the custodian, we do not receive payouts on mark-ups for such trades in advisory accounts. This is done solely for the benefit of the client in an attempt to receive lower costs.

We participate in prime brokerage services approved by Schwab and Fidelity and may include fixed income, bonds, equity and other securities trades. The chosen dealer will clear our prime brokerage transactions established in the name of Schwab or Fidelity and designated for our client account holders to the account allocation established at our master account at Schwab or Fidelity.

Pursuant to the prime brokerage services agreement with Schwab and Fidelity, we will transmit to the custodian all the details of each prime brokerage transaction to be cleared for our account, including, but not limited to, the contract amount, the security involved, the number of shares or number of units, and whether the transaction was a long or short sale or a purchase.

## **Aggregation of Purchase or Sale (Block Trades)**

There are occasions where "Block Trades" could take place. This pertains to the same security being purchased or sold on behalf of numerous Clients at the same time. The trade allocation of such a transaction will be done on a prorate basis, with each participating Client receiving the same price as the others partaking in the transaction so all are treated equally.

## **Item 13 - Review of Accounts**

MWM typically reviews its Client portfolios quarterly for conformity with the respective investment objectives. Financial plans are typically reviewed annually. MWM also examines on a regular basis investment results for a variety of time periods. Reviews are completed by CAs and/or the Investment Department.

Monthly account statements are provided directly by the custodian who reports holdings and activities. Quarterly performance reports are generated as well from MWM on Schwab and Fidelity accounts and by the Custodian Directly for SEI and FMT (First Mercantile Trust 401k Platform) accounts.

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

MWM does not have outside advisers providing investment advice or advisory services to our clients for any economic benefit.

MWM is a member of the Fidelity Wealth Advisor Services (WAS) program whereby MWM's name and business profile may be made available to potential Clients who have requested such information in connection with exploring the possibility of working with an advisor.

MWM is one of approximately one hundred firms in the nation that Fidelity has identified, reviewed and approved for their reps at Fidelity to refer their clients to for consideration of investment and financial advice.

Fidelity Investments assesses a fee to MWM on referred clients and MWM pays Fidelity this amount as a participation fee for the WAS program. This fee is a flat rate percentage of the value of the assets in the Client's account and is not dependent on any recommendations being made by MWM so that we can maintain our objectivity in our implementation. MWM is required to maintain certain asset levels at Fidelity to participate in this program. MWM examined potential conflict of interests when it chose to enter into the relationship with Fidelity and determined that the relationship is in the best interests of MWM clients. MWM has agreed not to charge Clients referred through the Program fees or costs greater than the fees or costs MWM charges Clients with similar portfolios that were not referred through the Program. MWM and Fidelity are not affiliated companies.

MWM receives client referrals from Charles Schwab & Co., Inc. through MWM's participation in Schwab Advisor Network ("the Service"). The Service is designed to help investors find an independent investment advisor. Schwab is a broker-dealer independent of and unaffiliated with MWM.

"The Schwab Advisor Network includes approximately 200 prescreened independent advisory firms nationwide. All advisors are prescreened on criteria such as investment management experience, amount of assets managed, and professional education. Advisors have an average of 20 years of experience. Many hold a professional designation such as CERTIFIED FINANCIAL PLANNER™, Chartered Financial Analyst®, or Certified Public Accountant."

MWM may pay Schwab a Participation Fee on all referred Clients accounts that are maintained in custody at Schwab and Non-Schwab Custody Fee on all accounts that are transferred to another custodian. The Participation Fee paid by MWM is a percentage of the value of the assets in the Client's account. MWM pays Schwab the Participation Fee for so long as the referred Client's account remains in custody at Schwab. The Participation Fee is billed to MWM quarterly and may be increased, decreased or waived by Schwab from time to time. The Participation Fee is paid by MWM and not by the Client. MWM has agreed not to charge Clients referred through the Service fees or costs greater than the fees or costs MWM charges Clients with similar portfolios that were not referred through the Service.

As part of the participation in the SAN and WAS programs, MWM has an incentive to maintain referred client assets of Schwab at Schwab and referred client assets of Fidelity at Fidelity. This may be perceived as a potential conflict of interest; however, Schwab and Fidelity have been our two preferred custodians for client accounts regardless of source. We entered into custodian relationships with Schwab and Fidelity for our client accounts prior to being asked to join the SAN and WAS programs. The SAN and WAS programs were designed by Schwab and Fidelity in an effort to help their clients connect with a firm such as MWM where our services are thought to be of benefit. MWM maintains a "best execution" responsibility with all our clients, regardless of source. We have reviewed this potential conflict of interest and believe it is in the best interests of clients to participate in the SAN and WAS programs.

Schwab also offers other services intended to help us manage and further develop our business enterprise. These services include:

- Educational conferences and events;
- Technology, compliance, legal, and business consulting;
- Publications and conferences on practice management and business succession; and
- Access to employee benefits providers, human capital consultants and insurance providers.

Schwab may provide some of these services itself. In other cases, it will arrange for third-party vendors to provide the services to us. Schwab may also discount or waive its fees for some of these services or pay all or a part of a third party's fees. Schwab may also provide us with other benefits such as occasional business entertainment of our personnel.

Irrespective of direct or indirect benefits to our client through Schwab, we strive to enhance your experience, help you reach your goals and put your interests before that of our firm or its associated persons.

From time to time, vendors may sponsor events such as continuing education, economic/investment conferences, speakers' series or social events. Vendors may sponsor none, part or all of the costs associated for such events that may include travel, lodging and event content. From time to time, personnel invitations for business entertainment such as a meal, a round of golf, sporting event or a charity event invitation may be extended for example. MWM may pay referral fees to other parties for referrals and if such an affiliation exists, the client will be made aware of the relationship. MWM charges the same fee to clients either referred or not referred regardless of source.

#### **Item 15 - Custody**

MWM does not have custody of client assets. Fees paid to MWM are reflected on the Clients' statements received directly from the custodian.

**Item 16 - Investment Discretion**

Clients are typically offered portfolio choices of various risk tolerances. Clients are generally allowed to customize the allocation. When it comes to management, MWM has discretionary authority over client accounts. Clients can but rarely impose limitations on authority. If so, it usually pertains to certain securities, legacy holdings, tax considerations or industries they don't want to invest in or requesting a conversation prior to a trade. To assume authority, clients sign the new account form and MWM Assets Advisory Agreement along with custodian account paperwork granting trading authority which can take the form of a Limited Power of Attorney.

**Item 17 - Voting Client Securities**

MWM does not have the authority to vote client securities.

**Item 18 - Financial Information**

For Consulting, MWM does not solicit prepayment for services exceeding \$1,200 and greater than six months or more in advance.