

**Item 1 – Cover Page**

Cornerstone Wealth Advisors, LLC

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April 14, 2016

This Brochure provides information about the qualifications and business practices of Cornerstone Wealth Advisors, LLC [“CWA”]. If you have any questions about the contents of this Brochure, please contact us at (913) 381-0280. 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.

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

Additional information about CWA also is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by a unique identifying number, known as a CRD number. The CRD number for CWA is 124276.

## **Item 2 – Material Changes**

This Item of the Brochure will discuss only specific material changes that are made to the Brochure since the last annual update and provide clients with a summary of such changes. The most recent update of our brochure was March 7, 2016.

Our current Brochure has been updated as follows:

- We have removed Item 19-Requirements for State-Registered Advisers as Cornerstone Wealth Advisors, LLC is transitioning to registration with the Securities and Exchange Commission.
- Item 10 has been revised to reflect that Mr. Imhoff no longer receives any commissions for insurance referrals. This change became effective on April 1, 2016.

(Brochure Date: 04/14/2016)

(Date of Most Recent Annual Updating Amendment: 3/07/2016)

We will further provide you with a new Brochure as necessary based on changes or new information, at any time, without charge.

Currently, our Brochure may be requested by contacting David Imhoff, Managing Member at 913-948-6921.

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## **Item 4 – Advisory Business**

CWA is owned by Mr. David Imhoff and Mr. Brian R. Brush and CWA has been providing advisory services since 2002.

As of December 31, 2015, CWA managed \$101,018,663 on a discretionary basis and \$6,732,022 on a nondiscretionary basis. In addition, we advised on \$1,005,620 in participant directed retirement plans.

### **Investment Management Services:**

CWA manages investment portfolios for individuals, qualified retirement plans, trusts, charitable organizations, corporations and small businesses. CWA will work with a client to determine the client's investment objectives and investor risk profile and will design a written investment policy statement. CWA uses investment and portfolio allocation software to evaluate alternative portfolio designs. CWA evaluates the client's existing investments with respect to the client's investment policy statement. CWA works with new clients to develop a plan to transition from the client's existing portfolio to the desired portfolio. CWA will then continuously monitor the client's portfolio holdings and the overall asset allocation strategy and hold review meetings with the client regarding the account as necessary.

CWA will typically create a portfolio of no-load mutual funds, and may use model portfolios if the models match the client's investment policy. CWA will allocate the client's assets among various investments taking into consideration the overall management style selected by the client. CWA primarily recommends portfolios consisting of passively managed asset class and index mutual funds. CWA primarily recommends mutual funds offered by Dimensional Fund Advisors (DFA), The Vanguard Group (Vanguard), Bridgeway Capital Management (Bridgeway) and Applied Quantitative Research (AQR). DFA, Vanguard, Bridgeway and AQR sponsored mutual funds follow a passive asset class/index investment philosophy with low holdings turnover. Consequently, the DFA, Vanguard, Bridgeway and AQR fund fees are generally lower than fees and expenses charged by other types of funds. Client portfolios may also include some individual equity securities in situations where disposition of these securities would present an overriding tax implication or the client specifically requests they be retained for a personal reason.

CWA manages mutual fund and equity portfolios on a nondiscretionary and discretionary basis. A client may impose any reasonable restrictions on CWA's discretionary authority, including restrictions on the types of securities in which CWA may invest client's assets and on specific securities, which the client may believe to be appropriate.

CWA may also recommend fixed income portfolios to investment management clients, which consist of managed accounts of individual bonds. CWA will request discretionary authority from investment management clients to manage fixed income portfolios, including the discretion to retain a third party fixed income manager. CWA will prepare a Fixed Income Investment Policy Statement for any client qualifying for separate fixed income portfolio services.

Pursuant to its discretionary authority, CWA will retain a fixed income securities manager. The fixed income securities manager will be provided with the discretionary authority to invest client assets in fixed income securities consistent with the client's Fixed Income Investment Policy Statement. The manager will also monitor the account for changes in credit ratings, security call provisions, and tax loss harvesting opportunities (to the extent that the manager is provided with cost basis information). The manager will obtain CWA's consent prior to the sale of any client securities.

On an ongoing basis, CWA will answer clients' inquiries regarding their accounts and review periodically with clients the performance of their accounts. CWA will periodically, and at least annually, review clients' investment policy and risk profile in order to discuss the re-balancing of each client's accounts to the extent appropriate. CWA will provide to investment manager any updated client financial information or account restrictions necessary for investment manager to provide sub-advisory services.

In addition to managing the client's investment portfolio, CWA may consult with clients on various financial areas including income and estate tax planning, business sale structures, college financial planning, retirement planning, insurance analysis, personal cash flow analysis, establishment and design of retirement plans and trust designs, among other things. CWA, through its affiliated accounting firm, may also prepare a client's tax returns as part of its wealth management services.

### **Employee Benefit Retirement Plan Services:**

CWA also provides advisory services to participant-directed employee retirement benefit plans. CWA will analyze the plan's current investment platform, and assist the plan in creating an investment policy statement defining the types of investments to be offered and the restrictions that may be imposed. CWA will recommend investment options to achieve the plan's objectives, provide participant education meetings, and monitor the performance of the plan's investment vehicles.

CWA will recommend changes in the plan's investment vehicles as may be appropriate from time to time. CWA generally will review the plan's investment vehicles and investment policy as necessary.

For certain retirement plans, CWA also works in coordination and support with BAM Advisor Services, LLC ("BAM"). Retirement plan clients will engage both CWA and BAM. BAM will provide to the client additional discretionary investment management services and will exercise discretionary authority to select the plan investments made available to the plans' participants by selecting and maintain the plans' investments according to the goals and investment objectives of the plan.

CWA will continue to work with plans to monitor plan investments, provide fiduciary plan advice including regular considerations of the goals and objectives of the plan, and provide participant education services to the plan.

### **Financial Planning Services:**

CWA also provides advice in the form of a Financial Plan. Clients purchasing this service will receive a written financial plan, providing the client with a detailed financial plan designed to achieve their stated financial goals and objectives.

In general, the financial plan will address any or all of the following areas of concern:

- PERSONAL: Family records, budgeting, personal liability, estate information and financial goals.
- TAX & CASH FLOW: Income tax and spending analysis and planning for past, current and future years. CWA may illustrate the impact of various investments on a client's current income tax and future tax liability.
- DEATH & DISABILITY: Cash needs at death, income needs of surviving dependents, estate planning and disability income analysis.
- RETIREMENT: Analysis of current strategies and investment plans to help the client achieve his or her retirement goals.
- INVESTMENTS: Analysis of investment alternatives and their effect on a client's portfolio.

CWA gathers required information through in-depth personal interviews. Information gathered includes a client's current financial status, future goals and attitudes towards risk. Related documents supplied by the client are carefully reviewed, including a questionnaire completed by the client, and a written report is prepared. Should a client choose to implement the recommendations in the plan, CWA suggest the client work closely with

his/her attorney, accountant or insurance agent. Implementation of financial plan recommendations is entirely at the client's discretion.

Typically the financial plan will be presented to the client within 90 days of the contract date, provided that all information needed to prepare the financial plan has been promptly provided by the client.

## **Item 5 – Fees and Compensation**

In certain circumstances, all fees, account minimums and their applications to family circumstances may be negotiable.

CWA has contracted with BAM Advisor Services, LLC (BAM), for services including trade processing, collection of management fees, record maintenance, report preparation, marketing assistance, and research. CWA has also contracted with BAM for sub-advisory services with respect to clients' fixed income accounts. CWA pays a fee for BAM services based on management fees paid to CWA on accounts which use BAM Advisor Services. The fee paid by CWA to BAM consists of a portion of the fee paid by clients to CWA and varies based on the total client assets participating in BAM Advisor Services through CWA. These fees are not separately charged to advisory clients.

The specific manner in which fees are charged by CWA is established in a client's written agreement with CWA. Generally, Investment Management clients will be invoiced in advance at the beginning of each calendar quarter based upon the value (market value based on independent third party sources or fair market value in the absence of market value; client account balances on which CWA calculates fees may vary from account custodial statements based on independent valuations and other accounting variances, including mechanisms for including accrued interest in account statements) of the client's account at the end of the previous quarter. New accounts are charged a prorated fee for the remainder of the quarter in which the account is incepted (date of first trade or date assets transferred in).

For Investment Management and Employee Benefit Plan Services, CWA will request authority from the client to receive quarterly payments directly from the client's account held by an independent custodian. Clients may provide written limited authorization to CWA or its designated service provider, BAM, to withdraw fees from the account. Clients will receive custodial statements showing the advisory fees debited from their account(s). Certain third party administrators will calculate and debit CWA's fee and remit such fee to CWA. Clients should verify the accuracy of the fee calculations in such invoices. Client

custodians will send at least quarterly statements directly to the client. Custodial statements will only show the amount of the advisory fee.

A client agreement may be canceled at any time, by either party, for any reason upon receipt of 30 days written notice. Upon termination of any account at any time after the required 30-day notice, any prepaid, unearned fees will be promptly refunded.

CWA's fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which shall be incurred by the client. Clients may incur certain charges imposed by custodians, brokers, third party investment and other third parties such as fees charged by managers, custodial fees, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual funds and exchange traded funds also charge internal management fees, which are disclosed in a fund's prospectus. These fees will generally include a management fee and other fund expenses. All fees paid to CWA for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds and ETFs to their shareholders.

Such charges, fees and commissions are exclusive of and in addition to CWA's fee, and CWA shall not receive any portion of these commissions, fees, and costs.

Item 12 further describes the factors that CWA considers in recommending broker-dealers for *client* transactions and determining the reasonableness of their compensation (*e.g.*, commissions).

### **Advisory Fees**

#### **Investment Management Services:**

The annual fee for investment management services will be charged as a percentage of assets under management, according to the schedule below:



<b>Assets under management</b>	<b>Annual Fee (%)</b>
On the first \$499,999	1.25%
On the next \$500,000	0.90%
On the next \$1,000,000	0.75%
On the next \$1,000,000	0.60%
On the next \$3,000,000	0.45%
On the next \$4,000,000	0.40%
On all amounts \$10,000,001 or greater	0.35%
Annual Minimum Fee is	\$5,000

All accounts for members of the client's family (husband, wife and dependent children) or related businesses may be assessed fees based on the total balance of all accounts.

### **Employee Benefit Retirement Plan Services:**

The annual fee for plan services will be charged as a percentage of assets within the plan.

<u>Assets Under Management</u>	<u>BAM's Annual Fee</u>	<u>CWA's Annual Fee</u>	<u>Total Fee</u>
<u>On the first \$1,000,000</u>	<u>0.20%</u>	<u>0.70%</u>	<u>0.90%</u>
<u>On the next \$4,000,000</u>	<u>0.15%</u>	<u>0.45%</u>	<u>0.60%</u>
<u>On the next \$5,000,000</u>	<u>0.075%</u>	<u>0.25%</u>	<u>0.325%</u>
<u>On all amounts above \$10,000,000</u>	<u>0.05%</u>	<u>0.15%</u>	<u>0.20%</u>

### **Financial Planning Services:**

Financial planning fees will be charged as a fixed fee, typically ranging from \$2,000 - \$10,000, depending on the nature and complexity of each client's circumstances and upon mutual agreement with the client. 50% of the estimated fee may be due upon signing the advisory agreement, with the balance due upon presentation of the plan to the client. Advance payment will never exceed \$1,200 for work that will not be completed within six months.

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

CWA does not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client). All fees are calculated as described above and are not charged on the basis of income or capital gains or capital appreciation of the funds or any portion of the funds of an advisory client.

## **Item 7 – Types of Clients**

CWA provides services individuals, qualified retirement plans, trusts, charitable organizations, corporations and small businesses.

A minimum of \$500,000 of assets under management is generally required for Investment Management Services. Client accounts where the total balance of all accounts is less than \$500,000 will be accepted only on a case by case basis. Minimum account sizes may be negotiable under certain circumstances.

A minimum Annual Fee of \$5,000 is generally required for Investment Management Services. The minimum Annual Fee may be negotiable under certain circumstances.

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

### *Methods of Analysis and Investment Strategy*

CWA's services are based on long-term investment strategies incorporating the principles of Modern Portfolio Theory. CWA's investment approach is firmly rooted in the belief that markets are "efficient" over periods of time and that investors' long-term returns are determined principally by asset allocation decisions, rather than market timing or stock picking. CWA recommends diversified portfolios, principally through the use of passively managed, asset class mutual funds. CWA selects or recommends to clients portfolios of securities, principally broadly-traded open end mutual funds or conservative fixed income securities to implement this investment strategy.

Although all investments involve risk, CWA's investment advice seeks to limit risk through broad diversification among asset classes and, as appropriate for particular clients the investment directly in conservative fixed income securities to represent the fixed income class. CWA's investment philosophy is designed for investors who desire a buy and hold strategy. Frequent trading of securities increases brokerage and other transaction costs that CWA's strategy seeks to minimize.

In the implementation of investment plans, CWA therefore primarily uses mutual funds and, as appropriate, portfolios of conservative fixed income securities. CWA may also utilize Exchange Traded Funds (ETFs) to represent a market sector.

Clients may hold or retain other types of assets as well, and CWA may offer advice regarding those various assets as part of its services. Advice regarding such assets will generally not involve asset management services but may help to more generally assist the client.

CWA's strategies do not utilize securities that we believe would be classified as having any unusual risks, and we do not recommend frequent trading, which can increase brokerage and other costs and taxes.

CWA receives supporting research from BAM Advisor Services and from other consultants, including economists affiliated with Dimensional Fund Advisors ("DFA"). CWA utilizes DFA mutual funds in client portfolios. DFA mutual funds follow a passive asset class investment philosophy with low holdings turnover. DFA provides historical market analysis, risk/return analysis, and continuing education to CWA.

#### *Analysis of a Client's Financial Situation*

In the development of investment plans for clients, including the recommendation of an appropriate asset allocation, CWA relies on an analysis of the client's financial objectives, current and estimated future resources, and tolerance for risk. To derive a recommended asset allocation, CWA may use a Monte Carlo simulation, a standard statistical approach for dealing with uncertainty. As with any other methods used to make projections into the future, there are several risks associated with this method, which may result in the client not being able to achieve their financial goals. They include:

- The risk that expected future cash flows will not match those used in the analysis
- The risk that future rates of return will fall short of the estimates used in the simulation
- The risk that inflation will exceed the estimates used in the simulation
- For taxable clients, the risk that tax rates will be higher than was assumed in the analysis

#### *Risk of Loss*

**Investing in securities involves risk of loss that clients should be prepared to bear.**

All investments present the risk of loss of principal – the risk that the value of securities (mutual funds, ETFs and individual bonds), when sold or otherwise disposed of, may be less than the price paid for the securities. Even when the value of the securities when sold is greater than the price paid, there is the risk that the appreciation will be less than inflation. In other words, the purchasing power of the proceeds may be less than the purchasing power of the original investment.

The mutual funds and ETFs utilized by CWA may include funds invested in domestic and international equities, including real estate investment trusts (REITs), corporate and government fixed income securities and commodities. Equity securities may include large capitalization, medium capitalization and small capitalization stocks. Mutual funds and ETF shares invested in fixed income securities are subject to the same interest rate, inflation and credit risks associated with the underlying bond holdings.

Among the riskiest mutual funds used in CWA's investment strategies funds are the U.S. and International small capitalization and small capitalization value funds, emerging markets funds, and commodity futures funds. Conservative fixed income securities have lower risk of loss of principal, but most bonds (with the exception of Treasury Inflation Protected Securities, or TIPS) present the risk of loss of purchasing power through lower expected return. This risk is greatest for longer-term bonds.

Certain funds utilized by CWA may contain international securities. Investing outside the United States involves additional risks, such as currency fluctuations, periods of illiquidity and price volatility. These risks may be greater with investments in developing countries.

More information about the risks of any particular market sector can be reviewed in representative mutual fund prospectuses managing assets within each applicable sector.

## **Item 9 – Disciplinary Information**

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of CWA or the integrity of CWA's management. CWA has no information applicable to this Item.

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

### *Affiliated Accounting Firms*

David Imhoff is also President of David L. Imhoff, CPA, P.A. ("DLI"), an accounting firm. DLI may recommend CWA to tax and accounting clients in need of advisory services. CWA may recommend DLI to advisory clients in need of tax and accounting services. Tax and accounting services provided by DLI are separate and distinct from the advisory services of CWA, and are provided for separate and typical compensation. There are no referral fee arrangements between CWA and DLI for these recommendations. No CWA client is obligated to use DLI for any tax and/or accounting services.

Mr. Imhoff spends a minimal amount of his business time on the accounting practices.

#### Outside Business Activities

Mr. Imhoff is general partner to Blue Goose Farms, LLC and Portum Properties, LLC, real estate investment limited liability companies. CWA is not the investment adviser to these companies. CWA advisory clients are not solicited to invest in these companies.

#### Affiliated Insurance Firm

Mr. Imhoff is also a licensed, independent insurance agent, and sole Member of Cornerstone Insurance Advisors, LLC ("CIA"). This individual may refer advisory clients with insurance needs to insurance providers to fulfill client needs in their best judgment. Clients are under no obligation to act upon these insurance referrals. The implementation of any or all recommendations is solely at the discretion of the client. Mr. Imhoff does not receive any commissions, directly or indirectly, based on these referrals or purchases.

#### BAM Advisor Services, LLC

As described above in Item 4, CWA may exercise discretionary authority provided by a client to select an independent third party investment manager for the management of portfolios of individual fixed income securities. CWA selects BAM Advisors Services, LLC for such fixed income management. CWA also contracts with BAM Advisor Services, LLC for back office services and assistance with portfolio modeling. CWA has a fiduciary duty to select qualified and appropriate managers in the client's best interest, and believes that BAM Advisor Services, LLC effectively provides both the back office services that assist with its overall investment advisory practice and fixed income portfolio management services. The management of CWA continuously makes this assessment. While CWA has a contract with BAM Advisor Services, LLC governing a time period for back office services, CWA has no such fixed commitment to the selection of BAM Advisor Services, LLC for fixed income management services and may select another investment manager for clients upon reasonable notice to BAM Advisor Services, LLC.

In order to ensure continuity of investment advisory services to clients in the event of the death or prolonged incapacity of both CWA's investment representatives, CWA has contracted with Buckingham Asset Management, LLC ("Buckingham"), an affiliate of BAM Advisor Services, to act as sub-advisor to clients' portfolios. CWA's agreement with Buckingham provides that Buckingham may determine, for a period of up to one-hundred eighty (180) days following such death or incapacity, to act as sub-advisor and to provide portfolio management and related services to CWA's clients. In the event that both of the

investment representative's death or incapacity, and prior to activating Buckingham's sub-advisory authority, a written notice will be provided to each client.

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

CWA has adopted a Code of Ethics expressing the firm's commitment to ethical conduct. CWA's Code of Ethics describes the firm's fiduciary duties and responsibilities to clients and sets forth CWA's practice of supervising the personal securities transactions of employees with access to client information. Individuals associated with CWA may buy or sell securities for their personal accounts identical or different than those recommended to clients. It is the expressed policy of CWA that no person employed by the firm shall prefer his or her own interest to that of an advisory client or make personal investment decisions based on investment decisions of advisory clients.

To supervise compliance with its Code of Ethics, CWA requires that anyone associated with this advisory practice with access to advisory recommendations provide annual securities holding reports and quarterly transaction reports to the Firm's Chief Compliance Officer. CWA also requires such access persons to receive approval from the Chief Compliance Officer prior to investing in any IPO's or private placements (limited offerings).

CWA's Code of Ethics further includes the firm's policy prohibiting the use of material non-public information and protecting the confidentiality of client information. CWA requires that all individuals must act in accordance with all applicable Federal and State regulations governing registered investment advisory practices. Any individual not in observance of the above may be subject to discipline.

CWA will provide a complete copy of its Code of Ethics to any client or prospective client upon request.

It is CWA's policy that the firm will not affect any principal or agency cross securities transactions for client accounts. CWA will also not cross trades between client accounts. Principal transactions are generally defined as transactions where an advisor, acting as principal for its own account or the account of an affiliated broker-dealer, buys from or sells any security to any advisory client. A principal transaction may also be deemed to have occurred if a security is crossed between an affiliated private fund and another client account. An agency cross transaction is defined as a transaction where a person acts as an investment advisor in relation to a transaction in which the investment advisor, or any person controlled by or under common control with the investment advisor, acts as broker

for both the advisory client and for another person on the other side of the transaction. Agency cross transactions may arise where an advisor is dually registered as a broker-dealer or has an affiliated broker-dealer.

## **Item 12 – Brokerage Practices**

CWA arranges for the execution of securities transactions with the assistance of BAM Advisor Services. Through BAM, CWA may participate in the Schwab Advisor Services (SAS) program offered to independent investment advisers by Charles Schwab & Company, Inc., member FINRA/SIPC, Fidelity Institutional Wealth Services (FIWS) program offered to independent investment advisers, sponsored by Fidelity Brokerage Services, LLC ("Fidelity"), member FINRA/SIPC and TD Ameritrade Institutional ("TDA") services program offered to independent investment advisers by TD Ameritrade Institutional, a division of TD Ameritrade, Inc. ("TD Ameritrade"), member FINRA/SIPC. Schwab, Fidelity and TDA are unaffiliated SEC-registered broker dealers and FINRA member broker dealers.

The Schwab, Fidelity or TDA brokerage programs will generally be recommended to advisory clients for the execution of mutual fund and equity securities transactions. CWA regularly reviews these programs to ensure that its recommendations are consistent with its fiduciary duty. These trading platforms are essential to CWA's service arrangements and capabilities, and CWA may not accept clients who direct the use of other brokers. As part of these programs, CWA receives benefits that it would not receive if it did not offer investment advice (See the disclosure under Item 14 of this Brochure).

As CWA will not request the discretionary authority to determine the broker dealer to be used or the commission rates to be paid for mutual fund and equity securities transactions, clients must direct CWA as to the broker dealer to be used. In directing the use of a particular broker or dealer, it should be understood that CWA will not have authority to negotiate commissions among various brokers or obtain volume discounts, and best execution may not be achieved. Not all investment advisers require clients to direct the use of specific brokers.

CWA will not exercise authority to arrange client transactions in fixed income securities. Clients will provide this authority to a fixed income manager retained by CWA on client's behalf by designating the portfolio manager with trading authority over client's brokerage account. Clients will be provided with the Disclosure Brochure (Form ADV Part 2) of portfolio manager.

SAS, FIWS and TDA do not generally charge clients a custody fee and are compensated by account holders through commissions or other transaction-related fees for securities trades that are executed through the broker or that settle into the clients' accounts at the brokers. Trading client accounts through other brokers may result in fees (including mark-ups and mark-downs) being charged by the custodial broker and an additional broker. While CWA will not arrange transactions through other brokers, the authority of the fixed income portfolio manager includes the ability to trade client fixed income assets through other brokers.

CWA does not have any arrangements to compensate any broker dealer for client referrals.

CWA does not maintain any client trade error gains. CWA makes client whole with respect to any trade error losses incurred by client caused by CWA. For clients utilizing TD Ameritrade for brokerage services, TD Ameritrade maintains a policy that any trade error gains will be donated by TD Ameritrade to charity.

CWA generally does not aggregate any client transactions in mutual fund or other securities. Client accounts are individually reviewed and managed, and transaction costs are not saved by aggregating orders in almost all circumstances in which CWA arranges transactions. BAM Advisor Services, LLC, in the management of fixed income portfolios, will aggregate certain transactions among client accounts that it manages, in which case a CWA client's orders may be aggregated with an order for another client of BAM Advisor Services, LLC who is not a CWA client. See BAM Advisor Services, LLC Form ADV Part 2.

#### **Employee Benefit Retirement Plan Services:**

CWA does not arrange for the execution of securities transactions for 401k plans as a part of this service. Transactions are executed directly through employee plan participation.

#### **Financial Planning Services:**

CWA's financial planning practice, due to the nature of its business and client needs, does not include blocking trades, negotiating commissions with broker dealers or obtaining volume discounts, nor necessarily obtaining the best price. Clients will be required to select their own broker dealers and insurance companies for the implementation of financial planning recommendations.

CWA may recommend any one of several brokers. CWA clients must independently evaluate these brokers before opening an account. The factors considered by CWA when making this recommendation are the broker's ability to provide professional services, CWA's experience



with the broker, the broker's reputation, and the broker's financial strength, among other factors.

CWA's financial planning clients may use any broker or dealer of their choice.

## **Item 13 – Review of Accounts**

### **Reviews:**

#### **Investment Management Services:**

**Investment Management Services:** Account assets are supervised continuously and formally reviewed quarterly by David Imhoff, Managing Member of CWA and/or Brian Brush, Member of CWA.

The review process contains each of the following elements:

- a. assessing client goals and objectives;
- b. evaluating the employed strategy(ies);
- c. monitoring the portfolio(s); and
- d. addressing the need to rebalance.

Additional account reviews may be triggered by any of the following events:

- a. a specific client request;
- b. a change in client goals and objectives;
- c. an imbalance in a portfolio asset allocation; and
- d. market/economic conditions.

For fixed income portfolios, certain account review responsibilities are delegated to a third party investment manager as described above in Item 4.

#### **Employee Benefit Retirement Plan Services:**

Retirement plan assets are reviewed no more than quarterly, and according to the standards and situations described above for investment management accounts.

**Financial Planning Services:**

Financial Planning accounts will be reviewed as contracted for at the inception of the advisory relationship.

**Reports:****Investment Management Services:**

All clients will receive quarterly performance reports, prepared by BAM and reviewed by CWA, that summarize the client's account and asset allocation. Clients will also receive at least quarterly statements from their account custodian, which will outline the client's current positions and current market value.

**Financial Planning Services:**

Financial Planning clients will receive reports as contracted for at the inception of the advisory relationship.

**Employee Benefit Retirement Plan Services:**

Plan sponsors are provided with quarterly information and annual performance reviews from CWA. In addition, plan participant education information may also be provided to the Plan Sponsor or Administrator for distribution to the participants of the plan.

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

As indicated under the disclosure for Item 12, SAS, FIWS and TDA each respectively provide CWA with access to services, which are not available to retail investors. These services generally are available to independent investment advisors on an unsolicited basis at no charge to them.

These services benefit CWA but may not benefit its clients' accounts. Many of the products and services assist CWA in managing and administering clients' accounts. These include software and other technology that provide access to client account data (such as trade confirmations and account statements), facilitate trade execution (and allocation of aggregated trade orders for multiple client accounts), provide research, pricing information and other market data, facilitate payment of CWA's fees from its clients' accounts, and assist

with back-office functions, recordkeeping and client reporting. Many of these services generally may be used to service all or a substantial number of CWA's accounts. Recommended brokers also make available to CWA other services intended to help CWA manage and further develop its business enterprise. These services may include consulting, publications and conferences on practice management, information technology, business succession, regulatory compliance, and marketing. CWA does not, however, enter into any commitments with the brokers for transaction levels in exchange for any services or products from brokers. While as a fiduciary, CWA endeavors to act in its clients' best interests, CWA's requirement that clients maintain their assets in accounts at Schwab, Fidelity or TD Ameritrade may be based in part on the benefit to CWA of the availability of some of the foregoing products and services and not solely on the nature, cost or quality of custody and brokerage services provided by the brokers, which may create a potential conflict of interest.

CWA also receives software from DFA, which CWA utilizes in forming asset allocation strategies and producing performance reports. DFA also provides continuing education for CWA personnel. These services are designed to assist CWA plan and design its services for business growth.

## **Item 15 – Custody**

Investment Management and Employee Benefit Plan Clients should receive at least quarterly statements from the broker dealer, bank or other qualified custodian that holds and maintains client's investment assets. CWA urges you to carefully review such statements and compare such official custodial records to the account statements that we may provide to you. Our statements may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

## **Item 16 – Investment Discretion**

CWA requests that it be provided with written authority to determine which securities and the amounts of securities that are bought or sold. For fixed income securities, this authority will include the discretion to retain a third party money manager for fixed income accounts. Any limitations on this discretionary authority shall be included in this written authority statement. Clients may change/amend these limitations as required. Such amendments shall be submitted in writing.

When selecting securities and determining amounts, CWA observes the investment policies, limitations and restrictions of the clients for which it advises. Investment guidelines and restrictions must be provided to CWA in writing.

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

Proxy Voting: As a matter of firm policy and practice, CWA does not accept the authority to and does not vote proxies on behalf of advisory client. Clients retain the responsibility for receiving and voting proxies for any and all securities maintained in client portfolios. Clients will receive applicable proxies directly from the issuer of securities held in clients' investment portfolios. CWA, however, may provide advice to clients regarding the clients' voting of proxies.

Class Actions, Bankruptcies and Other Legal Proceedings: Clients should note that CWA will neither advise nor act on behalf of the client in legal proceedings involving companies whose securities are held or previously were held in the client's account(s), including, but not limited to, the filing of "Proofs of Claim" in class action settlements. If desired, clients may direct CWA to transmit copies of class action notices to the client or a third party. Upon such direction, CWA will make commercially reasonable efforts to forward such notices in a timely manner.

## **Item 18 – Financial Information**

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

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## **Addendum – Kansas Professional Liability Insurance Coverage**

Cornerstone Wealth Advisors, LLC has obtained a Financial Advisors Professional Liability policy from a reputable insurance company. In the event any client or prospective client in Kansas requests proof of our professional liability insurance coverage, we will, within 30 days, provide a copy of the insurance agreement that is in effect.