

**Item 1: Cover Page  
Part 2A of Form ADV: Firm Brochure  
August 2018**

**Olson Wealth Advisors, L.L.C.**

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Chief Compliance Officer**

This brochure provides information about the qualifications and business practices of Olson Wealth Advisors, L.L.C. If clients have any questions about the contents of this brochure, please contact us at (561) 632-0566. 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 our firm is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching CRD #289439.

Please note that the use of the term "registered investment adviser" and description of our firm and/or our associates as "registered" does not imply a certain level of skill or training. Clients are encouraged to review this Brochure and Brochure Supplements for our firm's associates who advise clients for more information on the qualifications of our firm and our employees.

## **Item 2: Material Changes**

Olson Wealth Advisors, L.L.C. is required to make clients aware of information that has changed since the last annual update to the Firm Brochure (“Brochure”) and that may be important to them. Clients can then determine whether to review the brochure in its entirety or to contact us with questions about the changes.

Since our initial registration with the SEC, the following changes have been made:

- We are switching registration from SEC to the state level

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## Item 4: Advisory Business

### The Firm

Olson Wealth Advisors' core purpose is to transform the financial well-being of our clients and to coordinate the integration of all of their financial affairs, so that they can focus on running their core business or living the life they love instead of feeling the burden of having to remain focused on the managing the complexities of significant wealth. It's our goal to eliminate the disconnect that causes poor financial decisions, inefficient use of capital, unwanted and/or unnecessary taxation or the purchase of unneeded financial products.

Our firm is a limited liability company formed under the laws of the State of Florida in 2017 wholly owned by Olson WMG, L.L.C., a Florida Limited Liability Company. We are an independent, client-centered, fee-only advisory firm with a holistic approach focused on ultra-high net worth individuals and families that is newly registered and therefore does not have assets under management to report.

Our primary clients are business owners, entrepreneurs, real estate investors and developers focused on non-traditional, creative, income and estate tax minimization and investment risk management strategies.

For a select group, we monitor the ongoing execution and integration of all wealth management activities - including legal, accounting and tax needs, along with oversight of investment advisors and investment activity acting as the Family's CFO.

This comprehensive, full-service Family CFO Approach focuses on the following tasks:

- Document Management
- Legal & Tax Strategy Interpretation and Coordination
- Tax & Income Plan Management
- Retirement Plan Design
- Wealth Transfer Plan Design
- Charitable Plan Design
- Asset Protection Strategy Implementation and Exposure Monitoring
- Beneficiary Education
- Investment Policy Development
- Asset Allocation Development
  - Investment Vehicle Selection
  - Investment Manager Selection and Due Diligence
  - Investment Oversight and Performance Monitoring
  - Investment Management Fee Negotiation
- Insurance Policy Management
  - Active Policy Management
  - Solvency Studies
- Direct Investment Analysis (Real Estate, Business, Acquisitions, etc.)
- Leverage Management – Financing Negotiation

### Investment Manager Selection and Due Diligence

Olson Wealth Advisors' investment manager search, selection, evaluation, and monitoring services assist our clients in the identification of independent third-party managers that are consistent with the determined asset allocation plan for each client. Key factors we consider when evaluating third party managers are investment process, investment philosophy, risk management, historical performance, investment strategy and style, fees and operating expenses, fund size, and tax- efficiencies. In evaluating investment managers, we also incorporate both qualitative and quantitative fundamental analysis to validate and confirm a manager's investment style and skill, as well as compare them to other managers of similar style. We utilize various research databases, proprietary models, financial periodicals, prospectuses and filings with the SEC, industry contacts and manager data, among other items, as part of the research

process. If we believe that a particular manager is no longer suitable for clients, or that a different manager is more suitable for its clients' needs, then we will contract with a different manager.

## **Our Process**

Our data gathering process asks you to provide us with all your financial documents and statements. We will request input and information from you, including historical financial information, present financial condition and account information, and your investment history and experience. The information we request may vary, depending upon the individual needs and objectives that you express to us or that we may discover in our interviews with you. We will also request the names and relationships of other trusted advisors (i.e., attorney, accountant, banker, etc.). It is important to note that your other trusted advisors may bill you for assisting us in gathering pertinent information. Olson Wealth Advisors will not be responsible for these fees.

Our Discovery process goes beyond compiling all your financial documents and statements, which is the first step of the process. This second aspect is uniquely designed to help you identify your values, goals and priorities, and how they relate to your finances. This discovery session focuses on what matters to you – your beliefs about money, your unique history with money, your values, and your goals. It helps you bring into focus an action plan for the life you want to live and the legacy you want to leave behind.

During this process, we will discuss topics such as:

- Preserving Existing Capital
- Building More Wealth
- Preserving Purchasing Power
- Preserving Your Lifestyle
- Minimizing Unnecessary Investment Risk
- Building Family Peace
- Educating the Next Generation
- Minimizing Excessive Income and Estate Taxation

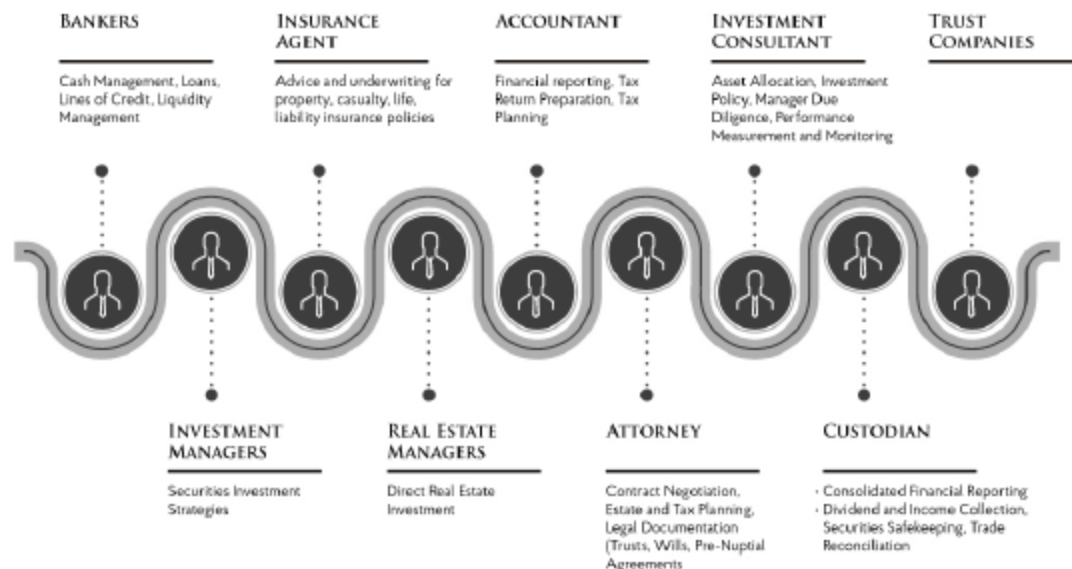
## **Design**

The design process is where we help you define the solutions that will enable you to achieve your goals. Based upon the data gathered, we give you a choice of options that present solutions to accomplish your objectives. A series of meetings will take place where we conduct dialogue and educate you on solutions. We identify the actions necessary to bring your goals into reality. The most common results from this process are recommendations for an appropriate cash flow plan, an investment plan, asset protection, risk management, estate and tax planning, and financial coaching.

## **Execution**

We assist you in taking action for all of your decisions and coordinate them with all of your advisers. We communicate with your accountant and your attorney (if you have directed us to do so) to implement your specific plan. We execute the portfolio design that you've selected, helping you to liquidate and acquire securities and managers we've identified in the plan. We usually allow you to impose restrictions on investing in certain securities or types of securities, however, due to the level of difficulty this may entail we may not be able to accommodate certain restrictions. We do not offer wrap fee programs.

# WE LEAD THE TEAM



## Preservation

We believe integrated financial planning is dynamic, ever changing, and never complete. The maintenance process includes the on-going oversight of your goal implementation. Some services like investment planning, cash flow management, estate planning, financial coaching or tax planning are ongoing or completed over a longer period of time.

We hold periodic meetings with a minimum of a semi-annual meeting. The number of meetings per year depends upon the complexity of your needs in any one year. More complex client needs indicate more frequent meetings. In our meetings, we focus on the issues you identify as important and a continuous review of all the components of your changing financial needs. These meetings and the annual review meeting often include, but will not be limited to, an investment review, a review of your goals, reviewing your progress toward creating financial independence, an estate planning review, and a tax strategy review.

## The Impact on You:

We provide truly comprehensive financial advice needs to be delivered in coordination with tax and legal advisors. Our clients feel supported knowing they have a team of professionals they can rely on to support them as they navigate their financial lives.

We act as a lens to help simplify the complexities of family wealth, working with existing advisors (or new ones, as necessary) to be sure they are working cohesively towards your objectives and to make sure you buy smartly, effectively and only those products and services that make sense for you.

## Regulatory Assets Under Management

As of July 24, 2018, our firm does not have any regulatory assets under management.

## Item 5: Fees & Compensation

### Compensation for Our Advisory Services

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#### Family CFO Service

Our comprehensive advisory service fees include integrated financial planning, financial consulting, and investment advisory services. Our firm determines your annual fixed fee by the total value of assets (not net worth) under our advisement, which inherently includes cash and non-liquid assets held for investment. Ultimately fees are based on the scope, complexity, our time commitment and dedication of resources as it relates to client's investable assets including real estate, businesses, life insurance, restricted stock, partnerships, annuities, retirement plans, and all other investment assets. We reserve the right to negotiate advisory fees based on the scope and complexity of the engagement and range up to \$200,000 annually. Client fees will be directly invoiced, prorated, and billed quarterly. We will inform the client of quarterly fixed fee for the coming year in writing 60 days prior to the annual service contract renewal.

#### Ad Hoc, Financial Consulting & Analysis

Our firm provides a variety of standalone personal and business financial planning, consulting and analysis services to clients.

Financial planning services will typically involve preparing simple and easy to understand list of observations and recommendations based upon an analysis of the client's current situation, goals, and objectives, along with an action plan with specific changes to be implemented by the client.

This planning and/or consulting may encompass Investment Planning, Retirement Planning, Estate Planning, Charitable Planning, Education Planning, Corporate and Personal Tax Planning, Cost Segregation Studies, Corporate Structure, Real Estate Analysis, Mortgage/Debt Analysis, Insurance Analysis, Credit Evaluation, etc. Implementation of the recommendations will be at the discretion of the client, or may be completed by our firm for an additional cost.

Financial consultations are not typically accompanied by a written summary of observations and recommendations, as the process is less formal than the planning service.

Assuming that all the information and documents requested from the client are provided promptly, plans or consultations are typically completed within 30 days of the client signing a contract with our firm.

Our firm charges on an hourly or flat fee basis for its ad hoc financial services (financial planning, consulting and analysis services). Total estimated fees, as well as the ultimate fee charged, are based on the scope and complexity of the engagement. The maximum hourly fee to be charged does not exceed \$350. The hourly fee for paraplanners and administrative staff will range from \$65 to \$195. Flat fees range from \$1,500 to \$10,000. A retainer of 50% of the ultimate financial planning or consulting fee is due at the time of signing. The remainder of the fee is billed directly to the client and due within 30 days of a financial plan or recommendations being delivered or consultation rendered. Our firm does not require a retainer exceeding \$500 when services cannot be rendered within six months.

Clients are charged for any out of pocket expenses, such as postage, copying, etc. Fees incurred are billed at actual cost.

#### Compensation of Third Party Money Managers:

The total annual advisory fee for this service shall not exceed 3.00%. A portion of this fee will be paid to our firm and will be outlined in the third-party money manager's advisory agreement to be signed by the client. Clients will be provided with a copy of the chosen third-party money manager's Form ADV Part 2, all relevant Brochures, a solicitation disclosure statement detailing the fees to be paid to both firms and the third-party money manager's privacy

policy. All fees that our firm receives from the third-party money managers and the written separate disclosures made to clients regarding these fees comply with applicable state statutes and rules.

The billing procedures for this service vary based on the chosen third-party money manager. The total fee to be charged, as well as the billing cycle, will be detailed in the third-party money manager's ADV Part 2A and separate advisory agreement to be signed by the client.

### **Other Types of Fees & Expenses**

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For clarity, all fees paid to Olson Wealth Advisors are separate and distinct from the expenses charged by mutual funds, exchange-traded funds, variable annuities asset managers, etc. to their shareholders/policy owners, if applicable. These fees and expenses are described in each fund's prospectus or private placement memorandum / offering. These fees and expenses will generally be used to pay management fees for the funds, other fund expenses, account administration (i.e., fund management fees, initial or deferred sales charges, mutual fund sales loads, 12b-1 fees, surrender charges, variable annuity fees, IRA and qualified retirement plan fees, and other fund expenses), mark-ups and mark-downs, spreads paid to market makers, fees for trades executed away from custodian, wire transfer fees and other fees and taxes on brokerage accounts and securities transactions

A client could invest in these products directly, without the services of Olson Wealth Advisors, but would not receive the services provided by our firm which are designed, among other things, to assist the Client in determining which products are services are most appropriate to each Client's financial condition and objectives. Accordingly, the Client should review both the fees charged by the fund[s] and the fees charged by Olson Wealth Advisors to fully understand the total fees to be paid. **Our firm does not receive a portion of these fees.**

### **Termination & Refunds**

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Either party may terminate services in writing at any time. Upon notice of termination our firm will process a pro-rata refund of the unearned portion of the advisory fees charged in advance at the beginning of the quarter.

For purposes of calculating refunds, all work performed by us up to the point of termination shall be calculated at the hourly fee currently in effect. Clients will receive a pro-rata refund of unearned fees based on the time and effort expended by our firm.

### **Commissionable Securities Sales**

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Our firm and representatives do not sell securities for a commission in advisory accounts.

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

Our firm does not charge performance-based fees.

## **Item 7: Types of Clients & Account Requirements**

Our firm has the following types of clients:

- Ultra-High Net Worth Individuals and Families;
- Trusts, Estates, Charitable Organizations and Family Foundations
- Pension and Profit Sharing Plans;
- Corporations, Limited Liability Companies and/or Other Business Types

Our firm does not impose requirements for opening and maintaining accounts or otherwise engaging us, however the typical family has a net-worth exceeding \$25 Million.



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

### Methods of Analysis

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To evaluate the managers and funds we recommend our clients we employ both quantitative and qualitative techniques to identify managers, funds and other investments that are well-suited to our client's investment and financial objectives. To support and supplement the analysis and expertise provided by our investment team we may utilize unaffiliated consultants from time to time for various ad-hoc engagements, to perform necessary due diligence, aid in investment selection and opportunity identification.

Olson Wealth Advisors' investment manager search, selection, evaluation, and monitoring services assist our clients in the identification of independent third-party managers that are consistent with the determined asset allocation plan for each client. Key factors we consider when evaluating third party managers are investment process, investment philosophy, risk management, historical performance, investment strategy and style, fees and operating expenses, fund size, and tax- efficiencies. In evaluating investment managers, we also incorporate both qualitative and quantitative fundamental analysis to validate and confirm a manager's investment style and skill, as well as compare them to other managers of similar style. We utilize various research databases, proprietary models, financial periodicals, prospectuses and filings with the SEC, industry contacts and manager data, among other items, as part of the research process. If we believe that a particular manager is no longer suitable for clients, or that a different manager is more suitable for its clients' needs, then we will contract with a different manager.

### Investment Strategies We Use

The investment advice Olson Wealth Advisors provides is driven by each client's individual financial objectives and personal investment profile. This profile is based upon numerous factors including the client's investment objectives and goals, personal risk assessment, asset class preferences, investment horizon, liquidity needs, generational requirements, charitable desires, estate planning and tax considerations. According to these needs we develop and recommend an appropriate strategic portfolio asset allocation for the client. On a periodic basis, we may recommend tactical changes in those allocations to take advantage of an opportunity to capitalize on conditions in the current economic or market environment. Depending on a particular clients' needs and goals, Olson Wealth may or may not recommend a tactical change in that client's asset allocation.

To implement our recommended strategic and tactical asset allocations at the client portfolio level, Olson Wealth typically recommends particular strategies in each of the portfolio's selected asset classes. To execute these strategies, we recommend only unaffiliated investment managers, funds and other investments that employ that strategy. Examples of the kinds of investments we might recommend include, without limitation: mutual funds, exchange traded funds, limited partnerships such as hedge funds or private equity, managed accounts, variable annuities, life insurance (including private placement life insurance), direct investments in real estate, oil, gas, or other privately held businesses.

An Investment Policy Statement and Asset Allocation Plan appropriate for each client's personal situation is Critical to formulating our clients' investment framework.

### We believe:

- 1) "Value-driven" investment decisions may provide for a margin of safety that results in a lower probability of losing permanent capital, which may ultimately lead to long term wealth accumulation.
- 2) Investment discipline structured around (a) strategic asset allocation that is focused on clients' long-term objectives and (b) tactical asset allocation that, from time to time, requires us to reduce overpriced assets and purchase underpriced assets, will naturally create a "buy low, sell high" framework to protect capital in down markets and reduce volatility.
- 3) Allocating meaningful capital to highly qualified managers and ideas is better than over diversifying a portfolio.

4) It is unlikely that a single investment firm can internally employ the “best” talent to trade all types of securities and strategies; therefore, we seek out highly qualified independent third-party managers within each asset class to manage our clients’ capital.

### **Risk of Loss**

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Investing in securities involves risk of loss that clients should be prepared to bear. While the stock market may increase and the account(s) could enjoy a gain, it is also possible that the stock market may decrease and the account(s) could suffer a loss. It is important that clients understand the risks associated with investing in the stock market, are appropriately diversified in investments, and ask any questions. **Past performance is not a guarantee of future returns.**

If at any time a client becomes uncomfortable with the chosen asset allocation or specific investments, or if their situation or goals change, it is the responsibility of the client to contact Olson Wealth Advisors to revisit the investment strategy and execution. Clients are also responsible for providing Olson Wealth Advisors with all relevant information on their financial condition and risk tolerance and should promptly contact us with any changes. In performing our services, Olson Wealth Advisors relies on the information provided by the client and is not required to verify this information with the client or any other professional.

**Capital Risk:** Capital risk is one of the most basic, fundamental risks of investing; it is the risk that you may lose 100% of your money. All investments carry some form of risk and the loss of capital is generally a risk for any investment instrument.

**Company Risk:** When investing in stock positions, there is always a certain level of company or industry specific risk that is inherent in each investment. This is also referred to as unsystematic risk and can be reduced through appropriate diversification. There is the risk that the company will perform poorly or have its value reduced based on factors specific to the company or its industry. For example, if a company’s employees go on strike or the company receives unfavorable media attention for its actions, the value of the company may be reduced.

**Credit Risk:** Credit risk can be a factor in situations where an investment’s performance relies on a borrower’s repayment of borrowed funds. With credit risk, an investor can experience a loss or unfavorable performance if a borrower does not repay the borrowed funds as expected or required. Investment holdings that involve forms of indebtedness (i.e. borrowed funds) are subject to credit risk.

**Currency Risk:** Fluctuations in the value of the currency in which your investment is denominated may affect the value of your investment and thus, your investment may be worth more or less in the future. All currency is subject to swings in valuation and thus, regardless of the currency denomination of any particular investment you own, currency risk is a realistic risk measure. That said, currency risk is generally a much larger factor for investment instruments denominated in currencies other than the most widely used currencies (U.S. dollar, British pound, German mark, Euro, Japanese yen, French franc, etc.).

**Defensive Strategy Risk:** Defensive strategies are primarily used in periods of high volatility or economic uncertainty and aimed at reducing exposure to the equity market. Our goal is simply to help our clients achieve their financial goals, regardless of market conditions. If our firm forecasts a prolonged and substantial downturn for the equity markets, it may adopt a defensive strategy for clients’ growth allocation by investing substantially in money market securities and/or short term fixed income securities. There can be no guarantee that our firm will accurately forecast any prolonged and substantial downturn in the equity markets, or that the use defensive techniques would be successful in avoiding losses. The use of defensive strategies could result in a negative outcome for a client. A few negative consequences could be high turnover, re-entry in the same security at a higher price, loss of growth if the equity markets move up, high tax liability within taxable accounts and higher trading cost.

**Economic Risk:** The prevailing economic environment is important to the health of all businesses. Some companies, however, are more sensitive to changes in the domestic or global economy than others. These types of companies are often referred to as cyclical businesses. Countries in which a large portion of businesses are in cyclical industries are thus also very economically sensitive and carry a higher amount of economic risk. If an investment is issued by a party located in a country that experiences wide swings from an economic standpoint or in situations where certain elements

of an investment instrument are hinged on dealings in such countries, the investment instrument will generally be subject to a higher level of economic risk.

**Equity (Stock) Market Risk:** Common stocks are susceptible to general stock market fluctuations and to volatile increases and decreases in value as market confidence in and perceptions of their issuers change. If you held common stock, or common stock equivalents, of any given issuer, you would generally be exposed to greater risk than if you held preferred stocks and debt obligations of the issuer.

**ETF & Mutual Fund Risk:** When investing in an ETF or mutual fund, you will bear additional expenses based on your pro rata share of the ETF's or mutual fund's operating expenses, including the potential duplication of management fees. The risk of owning an ETF or mutual fund generally reflects the risks of owning the underlying securities the ETF or mutual fund holds. Clients will also incur brokerage costs when purchasing ETFs.

**Financial Risk:** Financial risk is represented by internal disruptions within an investment or the issuer of an investment that can lead to unfavorable performance of the investment. Examples of financial risk can be found in cases like Enron or many of the dot com companies that were caught up in a period of extraordinary market valuations that were not based on solid financial footings of the companies.

**Fixed Income Securities Risk:** Typically, the values of fixed-income securities change inversely with prevailing interest rates. Therefore, a fundamental risk of fixed-income securities is interest rate risk, which is the risk that their value will generally decline as prevailing interest rates rise, which may cause your account value to likewise decrease, and vice versa. How specific fixed income securities may react to changes in interest rates will depend on the specific characteristics of each security. Fixed-income securities are also subject to credit risk, prepayment risk, valuation risk, and liquidity risk. Credit risk is the chance that a bond issuer will fail to pay interest and principal in a timely manner, or that negative perceptions of the issuer's ability to make such payments will cause the price of a bond to decline.

**Inflation Risk:** Inflation risk involves the concern that in the future, your investment or proceeds from your investment will not be worth what they are today. Throughout time, the prices of resources and end-user products generally increase and thus, the same general goods and products today will likely be more expensive in the future. The longer an investment is held, the greater the chance that the proceeds from that investment will be worth less in the future than what they are today. Said another way, a dollar tomorrow will likely get you less than what it can today.

**Interest Rate Risk:** Certain investments involve the payment of a fixed or variable rate of interest to the investment holder. Once an investor has acquired or has acquired the rights to an investment that pays a particular rate (fixed or variable) of interest, changes in overall interest rates in the market will affect the value of the interest-paying investment(s) they hold. In general, changes in prevailing interest rates in the market will have an inverse relationship to the value of existing, interest paying investments. In other words, as interest rates move up, the value of an instrument paying a particular rate (fixed or variable) of interest will go down. The reverse is generally true as well.

**Legal/Regulatory Risk:** Certain investments or the issuers of investments may be affected by changes in state or federal laws or in the prevailing regulatory framework under which the investment instrument or its issuer is regulated. Changes in the regulatory environment or tax laws can affect the performance of certain investments or issuers of those investments and thus, can have a negative impact on the overall performance of such investments.

**Liquidity Risk:** Certain assets may not be readily converted into cash or may have a very limited market in which they trade. Thus, you may experience the risk that your investment or assets within your investment may not be able to be liquidated quickly, thus, extending the period of time by which you may receive the proceeds from your investment. Liquidity risk can also result in unfavorable pricing when exiting (i.e. not being able to quickly get out of an investment before the price drops significantly) a particular investment and therefore, can have a negative impact on investment returns.

**Manager Risk:** There is always the possibility that poor security selection will cause your investments to underperform relative to benchmarks or other funds with a similar investment objective.

**Market Risk:** The value of your portfolio may decrease if the value of an individual company or multiple companies in the portfolio decreases or if our belief about a company's intrinsic worth is incorrect. Further, regardless of how

well individual companies perform, the value of your portfolio could also decrease if there are deteriorating economic or market conditions. It is important to understand that the value of your investment may fall, sometimes sharply, in response to changes in the market, and you could lose money. Investment risks include price risk as may be observed by a drop in a security's price due to company specific events (e.g. earnings disappointment or downgrade in the rating of a bond) or general market risk (e.g. such as a "bear" market when stock values fall in general). For fixed-income securities, a period of rising interest rates could erode the value of a bond since bond values generally fall as bond yields go up. Past performance is not a guarantee of future returns.

**Past Performance:** Charting and technical analysis are often used interchangeably. Technical analysis generally attempts to forecast an investment's future potential by analyzing its past performance and other related statistics. In particular, technical analysis often times involves an evaluation of historical pricing and volume of a particular security for the purpose of forecasting where future price and volume figures may go. As with any investment analysis method, technical analysis runs the risk of not knowing the future and thus, investors should realize that even the most diligent and thorough technical analysis cannot predict or guarantee the future performance of any particular investment instrument or issuer thereof.

**Quantitative Analysis Risk:** A risk in using quantitative analysis is that the methods or models used may be based on assumptions that prove to be incorrect.

**Qualitative Analysis Risk:** Qualitative analysis deals with intangible, inexact concerns that belong to the social and experiential realm rather than the mathematical one. This approach depends on the kind of intelligence that machines (currently) lack, since things like positive associations with a brand, management trustworthiness, customer satisfaction, competitive advantage and cultural shifts are difficult, arguably impossible, to capture with numerical inputs. A risk in using qualitative analysis is that subjective judgment may prove incorrect.

**Strategy Risk:** There is no guarantee that the investment strategies discussed herein will work under all market conditions and each investor should evaluate his/her ability to maintain any investment he/she is considering in light of his/her own investment time horizon. Investments are subject to risk, including possible loss of principal.

**Third-Party Money Manager Risk:** The risk of investing with a third-party manager who has been successful in the past is that they may not be able to replicate that success in the future. In addition, as our firm does not control the underlying investments in a third-party manager's portfolio, there is also a risk that a manager may deviate from the stated investment mandate or strategy of the portfolio, making it a less suitable investment for our clients. Moreover, as our firm does not control the manager's daily business and compliance operations, our firm may be unaware of the lack of internal controls necessary to prevent business, regulatory or reputational deficiencies.

#### **Description of Material, Significant or Unusual Risks**

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Our firm generally invests client cash balances in money market funds, FDIC Insured Certificates of Deposit, high-grade commercial paper and/or government backed debt instruments. Ultimately, our firm tries to achieve the highest return on client cash balances through relatively low-risk conservative investments. In most cases, at least a partial cash balance will be maintained in a money market account so that our firm may debit advisory fees for our services related to our Comprehensive Portfolio Management service, as applicable.

#### **Item 9: Disciplinary Information**

There are no legal or disciplinary events that are material to the evaluation of our advisory business or the integrity of our management.

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

Representatives of our firm are life insurance agents/brokers. They offer insurance products and receive customary fees as a result of insurance sales and consulting. A conflict of interest may exist as these insurance sales create an incentive to recommend products based on the compensation the adviser and/or our supervised persons may earn. Representatives of our firm are licensed real estate agents. As a result, they can receive customary fees associated with real estate transactions. These services are independent of our advisory services and are governed under a separate engagement agreement. Clients are under no obligation to utilize this service and will not be actively solicited. **To mitigate this potential conflict, our firm will act in the client's best interests as a fiduciary.**

Steve Olson, Managing Member and CCO of Olson Wealth Advisors, is also the Managing Member of Atlantic Wealth Partners, LLC where he also serves as the firm's Chief Compliance Officer.

Please see Item 4 above for more information about the selection of third party money managers. The compensation paid to our firm by third party managers may vary, and thus, creates a conflict of interest in recommending a manager who shares a larger portion of its advisory fees over another manager. Prior to referring clients to third party advisors, our firm will ensure that third party advisors are licensed or notice filed with the respective authorities. A potential conflict of interest in utilizing third party advisors may be an incentive to us in selecting a particular advisor over another in the form of fees or services. **In order to minimize this conflict our firm will make our recommendations/selections in the best interest of our clients and act as a fiduciary.**

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

As a fiduciary, it is an investment adviser's responsibility to provide fair and full disclosure of all material facts and to act solely in the best interest of each of our clients at all times. Our fiduciary duty is the underlying principle for our firm's Code of Ethics, which includes procedures for personal securities transaction and insider trading. Our firm requires all representatives to conduct business with the highest level of ethical standards and to comply with all federal and state securities laws at all times. Upon employment with our firm, and at least annually thereafter, all representatives of our firm will acknowledge receipt, understanding and compliance with our firm's Code of Ethics. Our firm and representatives must conduct business in an honest, ethical, and fair manner and avoid all circumstances that might negatively affect or appear to affect our duty of complete loyalty to all clients. This disclosure is provided to give all clients a summary of our Code of Ethics. If a client or a potential client wishes to review our Code of Ethics in its entirety, a copy will be provided promptly upon request.

Our firm recognizes that the personal investment transactions of our representatives demands the application of a Code of Ethics with high standards and requires that all such transactions be carried out in a way that does not endanger the interest of any client. At the same time, our firm also believes that if investment goals are similar for clients and for our representatives, it is logical, and even desirable, that there be common ownership of some securities.

In order to prevent conflicts of interest, our firm has established procedures for transactions effected by our representatives for their personal accounts<sup>1</sup>. In order to monitor compliance with our personal trading policy, our firm has pre-clearance requirements and a quarterly securities transaction reporting system for all of our representatives.

Neither our firm nor a related person recommends, buys or sells for client accounts, securities in which our firm or a related person has a material financial interest without prior disclosure to the client.

Related persons of our firm may buy or sell securities and other investments that are also recommended to clients. In order to minimize this conflict of interest, our related persons will place client interests ahead of their own interests and adhere to our firm's Code of Ethics, a copy of which is available upon request.

<sup>1</sup> For purposes of the policy, our associate's personal account generally includes any account (a) in the name of our associate, his/her spouse, his/her minor children or other dependents residing in the same household, (b) for which our associate is a trustee or executor, or (c) which our associate controls, including our client accounts which our associate controls and/or a member of his/her household has a direct or indirect beneficial interest in.

Likewise, related persons of our firm buy or sell securities for themselves at or about the same time they buy or sell the same securities for client accounts. In order to minimize this conflict of interest, our related persons will place client interests ahead of their own interests and adhere to our firm's Code of Ethics, a copy of which is available upon request. Further, our related persons will refrain from buying or selling the same securities prior to buying or selling for our clients in the same day unless included in a block trade.

## Item 12: Brokerage Practices

Our firm does not maintain custody of client assets. Client assets must be maintained by a qualified custodian of their choosing. Our firm seeks to recommend a custodian who will hold client assets and execute transactions on terms that are overall most advantageous when compared to other available providers and their services.

Our firm **does not** receive soft dollars in excess of what is allowed by Section 28(e) of the Securities Exchange Act of 1934. The safe harbor research products and services obtained by our firm will generally be used to service all of our clients but not necessarily all at any one particular time. We do not have discretion to select the client custodian. Our firm neither directs client transactions to a particular broker-dealer in return for soft dollar benefits nor do we receive any type of compensation for clients' custodians. Since we manage clients' accounts on an individualized basis we do not block trade in their accounts.

### Aggregation of Purchase or Sale

Our firm provides investment management services for various clients. There are occasions on which portfolio transactions may be executed as part of concurrent authorizations to purchase or sell the same security for numerous accounts served by our firm, which involve accounts with similar investment objectives. Although such concurrent authorizations potentially could be either advantageous or disadvantageous to any one or more particular accounts, they are affected only when our firm believes that to do so will be in the best interest of the effected accounts. When such concurrent authorizations occur, the objective is to allocate the executions in a manner which is deemed equitable to the accounts involved. In any given situation, our firm attempts to allocate trade executions in the most equitable manner possible, taking into consideration client objectives, current asset allocation and availability of funds using price averaging, proration and consistently non-arbitrary methods of allocation.

## Item 13: Review of Accounts or Financial Plans

Accounts are monitored on a regular and continuous basis by Mr. Olson. Formal client reviews are conducted at least semi-annually or more frequently at the Client's request.

The nature of these reviews is to learn whether client accounts are in line with their investment objectives, appropriately positioned based on market conditions, and investment policies, if applicable.

The Client will receive brokerage statements no less than quarterly from the trustee or custodian. In addition to these statements, our firm will provide quarterly performance reports to Personal Financial Management [PFM] Clients. The client may also establish electronic access to the custodian's website so that the Client may view these reports and their account activity.

Our firm may review client accounts more frequently than described above. Among the factors which may trigger an off-cycle review are major market or economic events, the client's life events, requests by the client, etc.

Financial Planning clients do not receive reviews of their written plans unless they take action to schedule a financial consultation with us. Our firm does not provide ongoing services to financial planning clients, but are willing to meet with such clients upon their request to discuss updates to their plans, changes in their circumstances, etc. Financial

Planning clients do not receive written or verbal updated reports regarding their financial plans unless they separately engage our firm for a post-financial plan meeting or update to their initial written financial plan.

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

Our firm does not engage paid solicitors for client referrals or receive compensation for advisory services other than described in this Brochure.

#### **Item 15: Custody**

Olson Wealth Advisors does not accept or maintain custody of any Client accounts. All Clients must place their assets with a qualified custodian. Clients are required to select their own custodian to retain their funds and securities and direct Olson Wealth Advisors to utilize that custodian for the Client's securities transactions. We may recommend a particular custodian to our Clients, at their request, but we do not receive any compensation from the custodian or its affiliates for such recommendations. Olson Wealth Advisors strongly urges clients to compare the account statements they receive from the qualified custodian with those received from Olson Wealth Advisors.

#### **Item 16: Investment Discretion**

Clients have the option of providing our firm with investment discretion on their behalf, pursuant to an executed investment advisory client agreement. By granting investment discretion, our firm is authorized to execute securities transactions, determine which securities are bought and sold, and the total amount to be bought and sold. Should clients grant our firm non-discretionary authority, our firm would be required to obtain the client's permission prior to effecting securities transactions. Limitations may be imposed by the client in the form of specific constraints on any of these areas of discretion with our firm's written acknowledgement.

#### **Item 17: Voting Client Securities**

Our firm does not accept the proxy authority to vote client securities. Clients will receive proxies or other solicitations directly from their custodian or a transfer agent. In the event that proxies are sent to our firm, our firm will forward them to the appropriate client and ask the party who sent them to mail them directly to the client in the future. Clients may call, write or email us to discuss questions they may have about particular proxy votes or other solicitations.

#### **Item 18: Financial Information**

Our firm is not required to provide financial information in this Brochure because:

- Our firm does not require the prepayment of more than \$500 in fees when services cannot be rendered within 6 months.
- Our firm does not take custody of client funds or securities.
- Our firm does not have a financial condition or commitment that impairs our ability to meet contractual and fiduciary obligations to clients.

Our firm has never been the subject of a bankruptcy proceeding.

## Item 19: Requirements for State-Registered Advisers

### Executive Officers & Management Persons

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Steve is the Founder and President of Atlantic Wealth Partners, L.L.C. His investment advisory experience dates back to 2007 when he began providing investment management and advisory services to wealthy families and institutions in the Tampa area, working with individual assets and portfolios ranging from \$5 million to over \$400 Million in value. He has extensive experience with not only traditional securities portfolios, but privately held businesses, investment real estate and other alternative investments. He takes a comprehensive approach to all of his engagements in order to ensure that he is always provide clear and accurate advice, specifically tailored to his client's needs.

Steve is an alumnus of Old Dominion University and the University of South Florida where he studied Finance and Criminology. Steve and his family reside in Jupiter, Florida. He is married to Christina who was born and raised in Palm Beach County. They have two children, Stephen (6) and Callie (3). A true Floridian heart, when he's not with clients you can find him somewhere on the water – at the beach, diving, fishing, or searching out new waterfront restaurants.

#### Business Background:

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|---------------------|---|
| • 10/2017 – Present | Olson Wealth Advisors, LLC; Managing Member, Chief Compliance Officer, & Investment Adviser Representative    |
| • 10/2017 – Present | Atlantic Wealth Partners, LLC; Managing Member, Chief Compliance Officer, & Investment Adviser Representative |
| • 01/2007 – Present | Stephen T. Olson, Inc.; President and Investment Advisor  |
| • 01/2014 – 09/2017 | The Center for Wealth Planning, Inc., Financial Advisor   |
|                     | Investment Adviser Representative & Registered Representative   |
| • 02/2011 – 12/2013 | Wells Fargo Bank NA; Banker   |
| • 01/2009 – 12/2011 | Waterway Capital Partners, Inc.; Chief Investment Officer   |

#### Exams, Licenses & Other Professional Designations:

- 2014: Series 6, 63, & 65 Licenses
- FL Insurance License (Health & Life Including Annuities & Variable Contracts)
- FL Real Estate Broker's License

Please see Item 10 of this Firm Brochure for any other business in which our firm is actively engaged. Our firm does not charge performance based fees. Our firm and management persons have not been involved in any arbitration awards, found liable in any civil, self-regulatory organization or administrative proceedings or have any relationships with issuers or securities apart from what is disclosed above.

Our firm does not have compensation arrangements connected with advisory services which are in addition to our advisory fees. Our management persons and representatives do not have a relationship or arrangement with any issuer of securities. As a fiduciary, our firm always put our Client's interest above our own. Information regarding participation of interest in client transactions can be found in our Code of Ethics as well as Item 11 of this Brochure. Clients may obtain a copy of our Code of Ethics by contacting Stephen T. Olson, Chief Compliance Officer at (561) 632-0566.