



**Lawrence Wealth Management LLC**

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Englewood, CO 80112**

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**FORM ADV PART 2A**

**June 2019**

**Item 1 Cover Page**

This “brochure” provides information about the qualifications and business practices of Lawrence Wealth Management LLC. If you have any questions about the contents of this brochure, please contact the firm at 215-540-0896. 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 Lawrence Wealth Management LLC is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

Lawrence Wealth Management LLC is a registered investment advisor. Registration does not imply a certain level of skill or training.

## **Item 2 Material Changes**

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

- LWM is not an “affiliate” of Baldwin Investment Management. In September 2018 The Securities and Exchange Commission “SEC” made the determination that LWM does not satisfy the requirements to be an “affiliate”. LWM will withdrawal its registration with the SEC immediately after it is licensed with the appropriate state securities regulator.

Our last brochure is dated January 2018.

## **Lawrence Wealth Management LLC**

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## **Lawrence Wealth Management LLC**

### **Item 4 Advisory Business**

Lawrence Wealth Management LLC (LWM) is a state-registered Registered Investment Advisory (RIA) Firm regulated by the Colorado Department of Regulatory Agencies Division of Securities and is registered with the Pennsylvania Department of Banking and Securities. LWM was founded by Richard S. Lawrence in June 2008 as a "fee-only" investment advisory firm. Richard Lawrence is the sole owner of LWM. Services include financial planning, investment management and includes the management of defined contribution plans for small businesses. LWM does not provide management services to wrap programs.

LWM issues newsletters, educational reports and conduct seminars periodically. LWM does not charge any fees for any of the activities.

### **Investment Advisory Services**

LWM provides investment management services on a discretionary and non-discretionary basis.

Our investment advisory process includes financial planning, investment management, and periodic reviews.

- Upon request we prepare a detailed financial plan that takes into consideration all income, savings, goals (retirement, college funding, charitable giving, the purchase of a boat or second home, investments, pensions, tax rates, inflation assumptions, and risk levels. We then apply different rates of return assumptions to determine rates of return necessary to achieve client goals.
- The client's Investment Portfolio is then constructed. We use mutual funds, exchange traded funds, bonds, money market funds, and individual stocks when appropriate.
- We tailor client portfolios based on the clients' particular needs and goals. We discuss risk tolerance, cash needs and stock market exposure goals with the client before we recommend an investment strategy and portfolio recommendation.
- We accept client restrictions as long as these restrictions would not impede the prospect of attaining client goals.

LWM manages \$29 million on a discretionary basis and \$3 million on a non-discretionary basis, with a total of \$32 million assets under management as of December 2018.

## **Lawrence Wealth Management LLC**

### **Financial Planning Services**

We pride, upon client request, comprehensive financial plans to our clients. These plans include the following:

- Net Worth Analysis
- Financial Goals: Retirement, College, Second Home Among Other Goals
- Goal savings and funding
- Investment risk tolerance and asset allocation
- Investment Rates of Return
- Inflation Assumption
- Social Security Analysis

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Effective June 1, 2016 LWM engaged Baldwin Investment Management “Baldwin” to provide operational and investment research support, and office space. In exchange LWM paid Baldwin a portion of its revenues for these services on a monthly basis. Effective October 1, 2018 LWM and Baldwin modified their financial arrangement whereby LWM pays monthly Baldwin Management a “base fee” for specific consulting and support services; and hourly charges for additional services when provided.

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

#### **Investment Advisory Fees**

LWM charges a fee based on a percentage of assets under management. LWM bills fees in advance on a monthly basis, which are based on the clients' assets under management as of the last trading day of the previous month. These fees are<sup>3</sup> deducted from the client(s) custodial accounts at Charles Schwab & Co. Inc. “Schwab” and remitted to LWM’s business account at Schwab. The monthly fee is disclosed on the monthly Schwab statement. LWM delivers to client a copy of the monthly fee invoice.

If the LWM-client relationship is terminated, LWM will rebate to the client fees that have been paid in advance on a prorate basis, based on the number of days remaining in the month of termination. LWM will issue the rebate to the client within 10 business days of termination.

## **Lawrence Wealth Management LLC**

### **Investment Management Fee Schedule**

#### **Equity and Balanced Accounts**

<b>Assets Under Management</b>	<b>Annual % Fee</b>
Fees on first \$500,000	1.00%
Fees on incremental amount \$500,000 to \$1,000,000	0.95%
Fees on incremental amount \$1,000,000 to	0.85%
Fees on assets over \$2,000,000	Negotiable

#### **Fixed Income (Primarily Bonds)**

<b>Assets Under Management</b>	<b>Annual % Fee</b>
First \$1,000,000 of assets	0.65%
On the assets over	0.50%

### **Financial Planning Fees**

LWM charges no fee to clients for financial planning services. These financial planning services are offered as an additional service to clients and are performed upon client request.

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LWM receives no compensation directly or indirectly other than the fees noted above. We do not receive commissions or compensation from the purchase or sale of any investment. If we refer a client to a firm for other financial products or services, we do not receive any compensation from these referrals.

Clients may incur additional expenses charged by the custodian, including commissions and transaction fees, when purchasing or selling various investments including mutual and exchange traded funds, bonds, and stocks. These fees/commissions are stated by the custodian and may change from time to time. LWM recommends the custodian which it believes best serves the client. LWM receives no portion of any fee or commission that the client pays the custodian or mutual fund.

Clients may terminate their account with forty-eight hours written notice, with an email or a letter. Refunds will be given on a prorated basis, based on the number of days remaining in the month at the point of termination.

## **Lawrence Wealth Management LLC**

Client may terminate the Investment Advisory Contract “IAC” within 90 days of signing said IAC and all LWM advisory fees paid since the date of IAC execution will be refunded to client within 10 business days of termination.

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

LWM does not charge a performance-based fee.

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

LWM serves various clients including individuals, families, trusts, and partnerships. LWM has a minimum account size of \$1,000,000 and may waive this requirement on an exception basis. We aggregate client accounts to meet this minimum.

### **Item 8 Method of Analysis, Investment Strategies, and Rick of Loss**

LWM embraces the academic studies which conclude that asset allocation is the primary determinant of portfolio risk and return. Asset allocation is the portion of a portfolio that is invested in stocks/equity, bonds or cash equivalent investments. Stock selection, while important, has less of an effect on overall performance than asset allocation in a well- diversified portfolio. Stocks within the same class or economic sector are highly correlated with each other, meaning that their prices tend to move in the same direction.

In order to establish an investment strategy for a client we begin with a detailed discussion or prepare a comprehensive financial plan. This initial phase makes clear the clients near term cash needs, risk tolerance, and various financial goals including, but not limited to, college funding, retirement funding, a second home purchase. Once this initial phase is complete, we recommend and require client approval of an asset allocation strategy.

**Equity Allocation** – We recommend clients invest in the stock market with a time horizon of at least three to five years. Once a percentage allocation is established, we recommend well diversified mutual funds, exchange traded funds “ETFs” and stock portfolios. We use low cost index ETFs when an actively managed fund does not provide a risk/return profile better than its comparable index.

**Fixed Income Allocation** – We typically recommend investment grade corporate and U.S. treasury bonds with maturities of 10 years or less. On occasion we use bond mutual funds or ETFs.

**Cash and Money Market Funds** – We advise clients to maintain sufficient cash and

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money market funds for unforeseen emergencies and cash needs.

**Cash Flow Needs for Ensuing Three-to-Five Years** – We recommend that client cash needs are funded with cash, money markets, and bonds maturing within five years.

### **RISKS**

**Market Risk** — Various economic and market events cause capital markets (stocks, bonds, money markets among other financial instruments) to rise and fall. There is no assurance or guarantee that clients will make a profit investing in capital markets. The value of capital market investments may be less than the client's initial investments and therefore would lose money.

**Foreign Securities and Currency Risk** — Investments in international and emerging-market securities include exposure to risks such as currency fluctuations, foreign taxes and regulations, and the potential for illiquid markets and political instability.

**Small Capitalization Risk** — Small companies' stocks "small cap stocks" have greater risk and potential volatility than larger company stocks. These small cap stocks, while having greater potential returns, are less diversified and their access to capital is more limited than larger companies.

**Interest Rate Risk** — Bond and stock values tend to be inversely related to interest rates. As interest rates rise, stocks and bonds typically decline.

**Credit Risk** — Credit risk is the risk that the issuer of a security may be unable to make interest payments and/or repay principal when due. A downgrade to an issuer's credit rating or a perceived change in an issuer's financial strength may affect a security's value and, thus, impact the fund's performance.

**Securities Lending Risk** — Securities lending involves the risk that the fund loses money because the borrower fails to return the securities in a timely manner or at all. The fund could also lose money if the value of the collateral provided for loaned securities, or the value of the investments made with the cash collateral, falls. These events could also trigger adverse tax consequences for the fund.

**Exchange-Traded Funds** —ETFs facing market related risks. These funds trade in the secondary market and may trade at a discount or a premium to their 'net asset values'. When market declines and disruptions occur, these events could materially interfere with the creation/redemption process of the ETF.

**Mutual Funds** — Mutual funds are commingled funds and invested according to the funds' investment objective. There is no assurance that these objectives will be met in the future. When markets decline rapidly mutual fund investors may sell or redeem shares rapidly, forcing the mutual fund to sell securities to raise cash to meet these redemptions. This is a specific risk to mutual funds.



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**Liquidity Risk** - Liquidity risk exists when investments would be difficult to purchase or sell, possibly preventing clients from selling such securities at an advantageous time or price.

*Past performance is not an indicator of future results. Clients may lose money when investing in various capital market investment instruments including, but not limited to, bonds, stocks, mutual funds, and/or exchange traded funds.*

### **Item 9 Disciplinary Information**

There are no disciplinary or legal events related to Lawrence Wealth Management LLC or its management.

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

IA engages in no other financial industry activities or affiliations

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

#### **Code of Ethics:**

1. set forth standards of conduct expected of advisory personnel (including compliance with state securities laws);
2. safeguard material non-public information about client transactions; and
3. requires "access persons" to report their personal securities transactions. In addition, the activities of an investment adviser and its personnel must comply with the broad antifraud provisions of Section 206 of the Advisers Act, and personal securities transactions must generally be reported under Rule 204-2 under the Advisers Act.

#### **Introduction**

As an investment adviser firm, we have an overarching fiduciary duty to our clients. Clients deserve our undivided loyalty and effort, and their interests come first. We have an obligation to uphold this fiduciary duty and see that our personnel do not take inappropriate advantage of their positions and the access to information that comes with their positions. LWM holds their directors, officers, and employees accountable for adhering to and advocating the following general standards to the best of their knowledge and ability:

- Always place the interest of the clients first and never benefit at the expense of advisory clients.
- Always act in an honest and ethical manner, including in connection with, and the handling and avoidance of, actual or potential conflicts of interest between personal and professional relationships.

## **Lawrence Wealth Management LLC**

- Always maintain the confidentiality of information concerning the identity of security holdings and financial circumstances of clients.
  - Fully comply with all applicable laws, rules and regulations of federal, state and local governments and other applicable regulatory agencies.
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- Proactively promote ethical and honest behavior with the Adviser, including, without limitation, the prompt reporting of violations of, and being accountable for adherence to, this Code of Ethics.

Failure to comply with the Adviser's Code of Ethics may result in disciplinary action, including termination of employment.

LWM's management buys, sells, and/or holds investments that are also held, purchased or sold by its clients. When transactions are made, IA does not "trade ahead" of our clients.

### **Item 12 Brokerage Practices**

LWM has a fiduciary duty to obtain best execution for our clients. We have a non-exclusive arrangement with Charles Schwab which acts as custodian and trading platform. Charles Schwab is a discount securities broker dealer and custodian. We recommend Charles Schwab because of its broad investment platform, including load and no-load mutual funds. No load mutual funds may be purchased through Charles Schwab which charges a transaction fee or commission to effect the transaction. Lawrence Wealth Management does not receive any portion of any transaction fee or commission that Charles Schwab charges clients.

IA requires and Client agrees to open an account with Charles Schwab & Co. Inc (the "Custodian") for the execution of securities transactions and custodial services. IA may receive certain "soft dollar" administrative benefits from the Custodian that enable the IA to provide the Client with advisory services. Client understands that by instructing IA to execute all transactions on behalf of the Account through the Custodian, Client may not necessarily obtain commission rates and execution as favorable as those that would be obtained if IA was able to place transactions with other broker-dealers

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

LWM reviews client accounts on a periodic basis to make sure client accounts are allocated appropriately and consistent with clients' goals and risk tolerances. We produce, and make available, client review documents on a quarterly basis which include investment holdings, asset allocation analysis, and investment performance by account. Performance data are presented on an after-fee basis.

## **Lawrence Wealth Management LLC**

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

LWM does not receive any compensation or economic benefit from any referral from a third party.

### **Item 15 Custody**

LWM uses Charles Schwab as the qualified custodian for client assets. LWM has limited power of attorney over client accounts. LWM may execute trades on behalf of accounts and may request disbursement upon client requests. These disbursements are sent directly to clients, payable only to the account registration and to the address on record with the custodian. Only clients have authority to change their address with their custodian.

Investment Advisory fees are paid by clients on a monthly basis. These fees are deducted from client accounts and the funds are transferred to LWM. These fees are agreed upon in writing between LWM and clients through an Investment Advisory contract which is on file.

Since all client funds and securities are maintained with a qualified custodian, we don't take physical possession of client assets. LWM does not accept or maintain physical custody of client funds or securities

However, our firm is deemed to have "constructive custody" of client assets because we deduct fees directly from client accounts. LWM obtains written authorization with a limited power of attorney in the investment advisory agreement which is signed by LWM and the client. LWM will also provide an invoice to the client and to the custodian with the fee calculation.

The custodian delivers monthly account statements reflecting all activity of the account(s), to you or your independent representative. LWM provides quarterly reports to all clients which review all holdings, asset class allocations and account performance, net of fees. LWM urges clients to compare LWM's reports and invoices to the statements issued by the qualified custodian. If you notice any discrepancies, please notify us and/or your custodian as soon as possible.

### **Item 16 Investment Discretion**

LWM manages clients' investments on either a discretionary or non-discretionary basis. LWM makes investment decision and effects trades based on what LWM believes to be in the best interest of clients and aligned with client objectives and risk tolerances.

Discretionary Accounts - LWM makes investment decisions and executes trades on behalf of clients without prior client approval.

Non-discretionary Accounts -LWM makes investment decisions and executes trades on behalf of clients with prior client approval for each transaction.

The custodian issues trade confirmations to the clients immediately after each trade is

## **Lawrence Wealth Management LLC**

executed. These confirmations are sent to clients through the United States Postal Service or through email, depending upon client preference.

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

LWM does not accept authority to vote proxies on behalf of clients. However, LWM consults with clients regarding proxies. It is the obligation of the client to contact LWM if he/she have any questions regarding proxies

### **Item 18 Financial Information**

LWM does not require or solicit prepayment of fees in excess of \$1,200 for six months or more. Therefore, there is no requirement to file a balance sheet with this brochure.

There are no financial factors that would impair LWM's ability to meet contractual obligations.

### **Item 19 Requirements for State-Registered Advisors**

#### **Identify Management**

Richard S. Lawrence, CFA- Rich Lawrence is the President of Lawrence Wealth Management LLC (LWM) and founded the company in 2008. He was an investment analyst for many years conducting in-depth equity investment research of the banking industry, and pharmaceutical and medical device industries for Janney Montgomery Scott and Parker Hunter, which was subsequently acquired by Janney Montgomery Scott. Prior to founding LWM in 2008, Rich Lawrence was a Financial Advisor with Merrill Lynch.

Rich received his bachelor's degree from the Wharton School of Business of the University of Pennsylvania, his M.B.A. with honors from University of Denver, and earned the Chartered Financial Analyst (CFA) designation.

See ADV Part 2B for additional information about Richard S. Lawrence.

## **Lawrence Wealth Management LLC**

### **Brochure Supplement FORM ADV PART 2B**

**June 2019**

**Richard S. Lawrence, CFA  
Lawrence Wealth Management LLC  
10500 Spring Green Drive # 304  
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215-540-0896; 303-495-7758**

#### **Item 1 Cover Page**

This brochure supplement provides information about Richard S. Lawrence that supplements the Lawrence Wealth Management LLC “LWM” brochure. You should have received a copy of the brochure for LWM. Please contact Richard Lawrence if you did not receive LWM’s brochure or if you have any questions about the contents of this supplement. Additional information about Richard S. Lawrence is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can look up Mr. Lawrence under the Investment Advisor Representative Search. His CRD# is 1751936.

The information in this brochure supplement has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Supplement Date: 4/04/2019

LWM adheres to firm Policies and Procedures

#### **Item 2 Educational Background and business Experience**

**Richard S. Lawrence (birth year: 1953).**

Richard S. Lawrence, CFA- Rich Lawrence is the President of Lawrence Wealth Management LLC (LWM) and founded the company in 2008. He was an investment analyst for many years conducting in-depth equity investment research of the banking industry, and pharmaceutical and medical device industries for Janney Montgomery Scott and Parker Hunter, which was subsequently acquired by Janney Montgomery Scott. Prior to founding LWM in 2008, Rich Lawrence was a Financial Advisor with Merrill Lynch.

Rich received his bachelor’s degree from the Wharton School of Business of the University of Pennsylvania, his M.B.A. with honors from University of Denver, and earned the Chartered Financial Analyst (CFA) designation. In order to use the CFA designation, all candidates must

## **Lawrence Wealth Management LLC**

complete three levels of education (Levels I, II, and III). The CFA Institute requires an annual fee to use the CFA designation for all CFAs that passed the three CFA exams (I, II, and III).

### **Item 3 Disciplinary Information**

Item 3 requires disclosure of disciplinary proceedings on a criminal, civil, and/or regulator administrative proceeding. Mr. Lawrence has no disciplinary events to disclose under item 3.

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

Richard Lawrence has no material financial relationships or arrangements with any business other than Lawrence Wealth Management LLC of which he is the sole owner. LWM however has an arrangement with Baldwin Management whereby LWM pay Baldwin Management a monthly fee to perform certain administrative and compliance functions, and to provide office space located at 100 Four Falls Corporate Center Suite 202, West Conshohocken, PA 19428

### **Item 5 Additional Compensation**

Item 5 requires disclosure of economic benefits received from “non-clients” for providing advisory services. Neither Mr. Lawrence nor LWM receives any compensation or economic benefit from any source other than the advisory fees it receives from clients.

### **Item 6 Supervision**

Mr. Lawrence is the sole owner of LWM. He is responsible and oversees all registered activities of LWM

### **Item 7 Requirements for State-Registered Advisers**

Mr. Lawrence has no civil, legal, or administrative incidents or events requiring disclosure under item 7. Mr. Lawrence has not been the subject of a bankruptcy petition.