



Form ADV Part 2A Firm Brochure

Keating Wealth Management, LLC
4600 S. Syracuse Street, Suite 900
Denver, CO 80237
www.keatingwealth.com

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This brochure provides information about the qualifications and business practices of Keating Wealth Management, LLC ("Keating Wealth Management," "We," "Us," "Our," or the "Adviser.") If you have any questions about the contents of this brochure, please call us at (720) 408-5250. 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. Registration as an investment adviser does not imply a certain level of skill or training. Additional information about Keating Wealth Management, LLC is also available on the SEC's website at www.adviserinfo.sec.gov. Our CRD number is: 281406.

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Item 2: Material Changes

There have been no material changes in this brochure from the last amendment of Keating Wealth Management, LLC on September 29, 2023.

Item 3: Table of Contents

Set forth above.

Item 4: Advisory Business

Keating Wealth Management, LLC ("Keating Wealth Management") is a limited liability company organized in the State of Delaware. The Adviser was formed in March 2014 and began operations in September 2015. The sole owner is Timothy J. Keating (CRD #: 1393098).

We provide investment supervisory services on a discretionary or non-discretionary basis as stated in the Investment Advisory Agreement with each client.

The investment objectives, investment and regulatory restrictions (if any), or other circumstances that guide the supervision of each client's accounts are documented by us in an Investment Policy Statement.

On-going Financial Planning and Investment Advisory Services

We prepare comprehensive, written financial plans for our clients by determining each client's long-term and short-term financial needs and objectives. Financial plans are based on information provided to us by our clients, financial records, responses to our questionnaires and personal interviews.

Financial plans and financial planning services may include, but are not limited to: preparation of a comprehensive statement of financial condition, an asset allocation overview, risk management assessment (including life insurance, disability insurance, and long-term care insurance gap analysis), retirement planning, education planning and estate planning.

With the cooperation and participation of each client, we will typically update each client's financial plan several times per year and then conduct a detailed review of the plan with the client. The on-going financial planning services will coincide with the investment advisory services provided by us.

We design each client's asset allocation and investment portfolio based on a thorough evaluation and analysis of the individual goals and objectives of each client. Following client approval, we implement the changes necessary to create the recommended investment portfolio.

We seek to ensure that investment decisions are made in accordance with the fiduciary duties owed to our clients and without consideration of our economic, investment or other financial interests. To meet our fiduciary obligations, we typically recommend broadly diversified, low cost and tax efficient index exchange-traded funds as the core holdings of each client portfolio. As a general matter, we do not typically recommend or invest in individual securities on behalf of our clients.

A wrap fee program is an investment program where the client pays one stated fee that includes management fees, transaction costs, fund expenses, and other administrative fees. We do not participate in any wrap fee programs.

Assets Under Management

As of December 31, 2023, Keating Wealth Management managed a total of \$202,684,639 on behalf of 43 clients.

Item 5: Fees and Compensation

Asset-Based Fees for Portfolio Management

For investment supervisory services, we charge fees based upon the percentage of assets under management. The compensation method is explained and agreed with clients in advance of any services being rendered. The fees for our services are as follows:

Assets Under Management	Annual Fee
\$0 to \$5,000,000	1.00%
\$5,000,001 to \$10,000,000	0.80%
\$10,000,001 to \$15,000,000	0.70%
\$15,000,001 to \$25,000,000	0.60%
\$25,000,001 to \$50,000,000	0.50%
\$50,000,001 to \$100,000,000	0.40%

Fees are calculated using an average of the daily balance in the client's account throughout the billing period, after taking into account deposits and withdrawals, for purposes of determining the market value of the assets upon which the advisory fee is based. Fees are charged on accounts that maintain cash balances.

In special situations and under certain circumstances, the fee may be negotiable (and in some cases may be set as a fixed dollar amount), and the final fee schedule is attached as Section II of the Investment Advisory Agreement.

Asset-based portfolio management fees are withdrawn directly from the client's accounts monthly in arrears.

Clients may terminate the Investment Advisory Agreement without penalty for a full refund of Keating Wealth Management's fees within five business days of signing the Investment Advisory Agreement. Thereafter, clients may terminate the Investment Advisory Agreement at any time, and with immediate effect, upon written notice. If termination becomes effective mid-month, then we will collect only the prorated amount of fees earned for that billing period, based on the number of days elapsed in the month at the point the termination becomes effective.

Financial planning services are included, at no additional cost, as part of the investment advisory services provided by us on an on-going basis.

Client Responsibility for Third Party Fees

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

No Outside Compensation for the Sale of Securities

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

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

We do not charge or accept performance-based fees or other fees based on a share of capital gains on or capital appreciation of the assets of a client.

Item 7: Types of Clients

We typically provide investment advisory services to high-net-worth individuals.

Our minimum relationship size is typically \$5 million, which may take into consideration multiple accounts aggregated across a single household or family. We have the discretion to waive the relationship minimum.

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

Methods of Analysis

We use fundamental analysis to evaluate different asset classes. Fundamental analysis involves: (i) the analysis of historical, long-term, real (i.e., after inflation) rates of return and volatility for each asset class; (ii) an estimation of the risk premium prospectively available for each asset class, and (iii) a comparison of relative valuations across asset classes, based on historical data.

Asset Allocation and Investment Strategies

We create asset allocation strategies and investment portfolios that are typically designed to fund multi-decade, or in certain cases, transgenerational, financial plans.

Our investment portfolios are heavily skewed toward marketable securities (i.e., stocks, bonds and cash), with limited allocations (in most cases, none) to illiquid securities and alternative funds (e.g., private equity funds, venture capital funds, and hedge funds).

Client portfolios typically include cash (to cover living expenses and for emergencies), bonds (to cover foreseeable capital needs over the next five years), and equities for growth. The equity portion of client portfolios typically include a core holding of equity index exchange-traded funds that are broadly diversified, comparatively low in cost, and tax efficient.

Material Risks Involved

All investing involves risk of loss, and you, the client, could lose money over short or even longer time periods. The investment performance of each client's portfolio is affected by the asset allocation of the portfolio, and the investment performance of the underlying funds and securities in the portfolio. There can be no assurance that the investment objective of any client account, or of any client's financial plan as a whole, will be achieved. Certain important risks related to the management of your investment portfolio are described below.

Risks of Specific Securities Utilized

Clients should be aware that there is a material risk of loss using any investment strategy. The investment types listed below are not guaranteed or insured by the FDIC or any other government agency.

Equities: Historically, equities have experienced both increased earnings and dividends over time, while mitigating the risk of purchasing power associated with inflation. However, equity securities have volatility that is much higher than other asset classes such as bonds and cash.

Mutual Funds: Investing in mutual funds carries the risk of capital loss, and thus you may lose money investing in mutual funds. All mutual funds have costs that lower investment returns.

Exchange-Traded Funds (ETFs): An ETF is an investment fund traded on stock exchanges, similar to stocks, and with risks and costs similar to mutual funds.

Bonds: Fixed income investments generally pay a return on a fixed schedule, though the amount of the payments can vary. Fixed income securities carry interest rate risk, inflation risk, liquidity risk, call risk, and credit and default risks for both issuers and counterparties.

Past performance of any asset class, fund, or individual security is not indicative of future results.

Market Risk

Long term investing is designed to capture the return of, but also the risk associated with, different asset classes. Due to its nature, a long-term investment strategy will expose clients to the volatility associated with interest rate risk, economic risk, inflation risk, market risk, and political/regulatory risk.

Even a long-term investment approach cannot guarantee a profit. Economic, political, and issuer-specific events of all kinds will cause the value of securities, and the underlying funds that own them, to rise or fall.

Because the value of your investments will fluctuate, there is the risk that you will lose money. Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.

Item 9: Disciplinary Information

The Adviser and its employees have not been involved in any legal or disciplinary events in the past 10 years that would be material to a client's evaluation of the company or its personnel.

Item 10: Other Financial Industry Activities and Affiliations

Timothy J. Keating is a consultant providing financial expert services, in an individual capacity under the auspices of Keating Consulting, LLC, to a few, select family law firms in connection with divorce cases.

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

We have adopted a formal code of ethics (the "Code") which covers personal securities transactions and insider trading policies and procedures. Our Code requires, among other things, that employees:

- Act with integrity, competence, diligence, respect, and in an ethical manner with the public, our clients, prospective clients, employers, employees, colleagues in the investment profession, and other participants in the global capital markets;
- Place the integrity of the investment profession, the interests of clients, and the interests of the Adviser above one's own personal interests;

- Adhere to the fundamental standard that an employee should not take inappropriate advantage of his or her position;
- Avoid any actual or potential conflict of interest;
- Conduct all personal securities transactions in a manner consistent with this policy;
- Use reasonable care and exercise independent professional judgment when conducting investment analysis, making investment recommendations, taking investment actions, and engaging in other professional activities; and
- Comply with applicable provisions of the federal securities laws.

We will do everything to mitigate conflicts of interest by (i) disclosing to the client any conflict of interest, and (ii) always acting in the best interest of the client consistent with our fiduciary duty.

All prospective and current clients have a right to see this Code of Ethics, which is available upon request.

We typically do not recommend the purchase or sale of any individual security. Moreover, we do not recommend that clients buy or sell any security in which a person related to Keating Wealth Management, or Keating Wealth Management itself, has a material financial interest.

Our representatives typically own securities in their personal accounts that are identical to those being recommended and included in client portfolios (i.e., broad-based, highly diversified exchange-traded index or mutual funds). However, our policies prohibit the Firm and/or its representatives from buying or selling any securities on the same day, either before or after, the same securities have been purchased or sold on behalf of a client portfolio.

We will always document any transactions that could be construed as conflicts of interest and will never engage in trading that operates to the client's disadvantage when similar securities are being bought or sold.

Item 12: Brokerage Practices

Custodians (who may also serve as broker-dealers) will be recommended based on our duty to seek "best execution," which is the obligation to seek execution of securities transactions for a client on the most favorable terms for the client under the circumstances. Clients will not necessarily pay the lowest commission or commission equivalent, and we may also consider other qualifications. While the custodian may charge commissions to client accounts, we will never charge an additional premium or commission on transactions beyond the actual cost imposed by the broker-dealer/custodian.

We require our clients to use Schwab Institutional, a division of Charles Schwab & Co., Inc. ("Schwab") as custodian and to execute all brokerage transactions through Schwab. We receive no referrals from Schwab (or any other broker-dealer or third party) in exchange for using their services.

With respect to brokerage practices, please note that (i) not all investment advisers require their

clients to direct brokerage, and that by directing brokerage KWM may be unable to achieve the most favorable execution of client transactions; (ii) this practice may cost clients more money; and (iii) there is a conflict of interest created from the economic benefits KWM may receive from its required broker (*e.g.*, research).

We do not aggregate or bunch the securities to be purchased or sold for multiple clients. This may result in less favorable prices, particularly for illiquid securities or during volatile market conditions.

Research and Other Soft-Dollar Benefits

The term “soft dollars” refers to a means of paying brokerage firms for products and services through commission revenue, based on the volume of brokerage commission revenues generated from securities transactions executed through brokers by an investment manager on behalf of advisory clients.

Section 28(e) of the Securities Exchange Act of 1934, as amended, allows Keating Wealth Management to pay broker-dealers more than the lowest commission available in order to obtain research and brokerage services without breaching its fiduciary duties to clients or imposing a duty upon us to obtain the lowest commission if (i) certain conditions are met, and (ii) we make a good faith determination that the commissions paid are reasonable in relation to the value of the brokerage or research services on behalf of our advisory clients.

In determining if something is research, thus falling within the safe harbor provisions, the controlling principle is whether it provides lawful and appropriate assistance to the investment manager in the performance of its investment decision-making responsibilities.

Keating Wealth Management currently does not maintain soft dollar agreements with Schwab (or any other firm). The services provided by Schwab are completely independent of any commissions generated by us. Therefore, we are not “paying-up” for proprietary research. Moreover, we receive no research, product, or other special services other than execution from Schwab (or any other broker-dealer or third-party) in connection with client securities transactions (“soft dollar benefits”).

Item 13: Reviews of Accounts

Trade Errors

From time to time we may make an error in submitting a trade order on your behalf. When this occurs, we may place a correcting trade with Schwab. For the purpose of reconciling trade errors, we maintain a trade error account with Schwab. If the trade error results in a debit balance, this amount will be resolved immediately. If the trade error results in a credit balance, the amount can either be withdrawn or remain in the account.

Portfolio Management Review

All client accounts are fully reviewed at least quarterly to ensure an appropriate asset allocation is provided based on our assessments of market conditions and the circumstances of each client. We will provide more frequent reviews as appropriate and as agreed with the client. General conditions in the stock and bond markets are continuously monitored. Factors triggering reviews, and perhaps necessitating the rebalancing of client portfolios, include: (i) changed circumstances of the client, and/or (ii) changed general conditions in the stock and bond markets. All accounts are reviewed by Timothy J. Keating, President.

Clients are kept fully informed about their portfolio activity by receiving copies of all transaction confirmations and monthly statements (or quarterly, if applicable) from Schwab, as the custodian.

Item 14: Client Referrals and Other Compensation

We do not receive any economic benefit, directly or indirectly from any third party for advice rendered to our clients. We do not directly or indirectly compensate any person, other than employees, for client referrals.

Item 15: Custody

Custody is also disclosed in Form ADV because KWM has authority to transfer money from client account(s), which constitutes a standing letter of authorization (SLOA). Accordingly, KWM will follow the safeguards specified by the SEC rather than undergo an annual audit.

KWM does not issue any of its own statements to clients. Instead, clients will receive all account statements directly from Schwab, and they should carefully review those statements for accuracy.

Item 16: Investment Discretion

We provide discretionary investment advisory services to our clients. The Investment Advisory Agreement established with each client sets forth the discretionary authority for trading. We manage the client's account and make investment decisions without consultation with the client as to when the securities are to be bought or sold for the account, the total amount of the securities to be bought/sold, what securities to buy or sell, or the price per share.

Item 17: Voting Client Securities (Proxy Voting)

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

Item 18: Financial Information

Keating Wealth Management neither requires nor solicits prepayment of more than \$500 in fees per client, six months or more in advance, and therefore is not required to include a balance sheet with this brochure.

Keating Wealth Management has never filed for bankruptcy and is not aware of any financial condition that is expected to affect our ability to manage client accounts.

