

Facet Wealth, Inc. CRD#285961

Facet Wealth, Inc. is an investment adviser registered with the Securities and Exchange Commission ("SEC"). Fees for brokerage and investment advisory services differ among broker-dealers and investment advisers and it is important that you understand the differences, which are summarized below. Please visit <http://investor.gov/CRS> for free, simple tools to research firms and for educational materials about broker-dealers, investment advisers, and investing. To help you get more information about our services, you will find "Conversation Starters" in each section below that you should ask our financial professionals, in addition to any other questions you wish to ask.

Relationships and Services

What investment services and advice can you provide me?

Services: We provide financial planning services to retail investors which can include wealth management and investment advisory services. Our financial planning services include risk management and insurance, estate planning, beneficiary designation, income tax review, employee benefits, cash flow and debt, retirement, and education. We also provide investment management and employer stock plan analysis. If you have assets that we manage, those services are included in the planning fee, so there are no additional fees. Our firm has discretionary management without any substantial limitations, although we work with you on establishing low cost, diversified portfolios aligned with your long-term goals. Please also see our Form ADV Part 2A ("Brochure"), specifically Items 4 & 7.

Accounts, Investments, and Monitoring: We provide ongoing investment monitoring services to help you stay within our investment guidance. However, we do not try to time the market. Our portfolios are not static; rather, we adjust our mix of holdings to maximize risk/reward in a given environment. Generally, rebalancing is based on how much your asset allocation moves away from your target allocation.

Investment Authority: We provide our services on a perpetual and discretionary basis. We execute investment recommendations in accordance with your investment objectives without your prior approval of each specific transaction. Our engagement will continue unless you notify us in writing.

Account Minimums & Other Requirements: There are no minimums to work with us and, while we don't charge additionally for it, we don't require that Members use our investment management service. There is no minimum to open a High Yield account. All other investment accounts require a minimum \$500 initial purchase.

Additional Information: For more detailed information on our relationships and services, please see Item 4 – Advisory Services, Item 13 – Review of Accounts and Item 7 – Types of Members of our Form ADV Part 2A available via our firm's [Investment Adviser Public Disclosure Page](#).



Conversation Starters

- Given my financial situation, should I choose an investment advisory service?
- Why or why not?
- How will you choose investments to recommend to me?
- What is your relevant experience, including your licenses, education and other qualifications?
- What do these qualifications mean?

Fees, Costs, Conflicts, and Standard of Conduct

What fees will I pay?

Fees: Our fees vary depending on the services you require. Our flat fee arrangements are based on the services required for your personal situation and the membership level suggested for you will reflect those services. We may offer a 30 day Money Back Guarantee for all, or some, membership levels, during which time if a member takes the appropriate steps outlined in our Terms and Conditions, they may request to terminate their membership agreement for a refund. Post the initial 30 day money back guarantee, all Facet memberships are non-refundable for the remainder of the annual subscription period. If you choose to utilize our investment management services, that is already included in the flat fee quoted and will not result in an increase in your fee. Fees generally range from \$1,000 to \$6,000 annually on a flat fee, subscription basis depending on the need of the

member. Facet typically bills monthly, quarterly or annually, in advance depending upon the Member's service level. Monthly payments are not available for Core, Plus or Complete members. The planning fee paid to us does not vary based on the type of investments selected. Facet charges a \$250 enrollment fee for Members that select a quarterly rather than annual billing cycle. Furthermore, although Facet does not charge an enrollment fee for Foundations tier members, the fee for a Foundations membership is \$1,140 annually based on a monthly payment cycle, and if a Foundations tier member chooses to pay the fee annually or quarterly, the fee is reduced for each of those levels. The enrollment fee and monthly Foundations tier fee de-incentivizes Members to select a quarterly or monthly, as applicable, rather than annual, billing cycle. This results in Facet

receiving a larger upfront non-refundable fee, which financially benefits Facet. Specific fees will be presented to each member at the time of joining Facet.

Situational: There may be a circumstance where we introduce you to a third party to provide services in connection with the implementation of financial planning advice (such as third party services pertaining to the preparation of estate planning documents), and additional charges for these services may apply which could create a conflict of interest as Facet earns revenue from those services.

Other Fees & Costs: Custodians can charge brokerage commissions and/or transaction fees for effecting certain securities transactions or fees related to account processing. The cost for these services may be debited from the Member's account. Members subject to these fees will be notified at the time of account opening or by direct notification from Facet. In addition to our flat fee arrangement, there may be situations where we provide administrative services for a fee associated with specific agreed upon third party services such as the production of estate planning documents.

What are your legal obligations to me when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?

When we act as your investment adviser, we have to act in your best interest and not put our interests ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice that we provide you.

Additional Information: For more detailed information, please see Item 10 – Financial Industry Activities and Affiliations, Item 12 – Brokerage Practices and Item 14 – Member Referrals and Other

How do your financial professionals make money?

As a firm, we primarily benefit from the planning fees received from our Members or other services offered as part of financial planning. However, our representatives are paid a flat annual salary and bonus based on Member retention and Member satisfaction rather

Disciplinary History

Do you or your financial professionals have legal or disciplinary history?

Yes. You can visit [Investor.gov/CRS](https://www.investor.gov/crs) for a free and simple search tool to research our firm and our financial professionals.



Conversation Starters

- As a financial professional, do you have any disciplinary history?
- For what type of conduct?

Additional Information: For additional information about our investment advisory services, go to [Investment Adviser Public Disclosure Page](https://www.investor.gov/crs) or visit www.Facet.com. For additional disclosures and legal information visit [Facet Legal documents](#).

Additional Information: You will pay fees and costs whether you make or lose money on your investments. Please also see Items 4, 5, 6, 7 & 8 of our Brochure. You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.

Promotions and other possible changes in fees. We will frequently run promotions. **Examples** of promotions could include: a \$250 credit for opening and depositing \$5,000 into your account within 90 days of becoming a Member; and waiving your \$250 enrollment fee when you choose an annual payment plan, and pay in advance. The above promotion examples do not apply to Facet Foundations members..



Conversation Starters

- Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?

Compensation of our Form ADV Part 2A available via our firm's [Investment Adviser Public Disclosure Page](#).



Conversation Starters

- How might your conflicts of interest affect me, and how will you address them?

than commissionable product sales or assets under management. This additionally limits any conflicts of interest in product or new account opening recommendations.

You can request up-to-date information and a copy of our Client relationship summary by contacting us at **(443) 376-6222**.



Conversation Starters

- Who is my primary contact person? Is he or she a representative of an investment adviser or broker-dealer?
- Who can I talk to if I have concerns about how this person is treating me?