

Form ADV Part 3: Relationship Summary WindRock Wealth Management LLC

Introduction

WindRock Wealth Management LLC ("WindRock" or "we") is an investment adviser registered with the U.S. Securities and Exchange Commission. We offer our clients investment advisory services. Clients should understand that the services we provide and fees we charge are different than those of a broker-dealer, and that it is important to understand the difference between the two. Free and simple tools are available to research firms and financial professional at <https://www.investor.gov/CRS>, which also provides educational materials about investment advisers, broker-dealers and investing.

What Investment Services and Advice Can You Provide Me?

Description of Services: WindRock offers investment advisory services to retail investors. Our investment advisory services include: Wealth Management Services and Financial Planning and Consulting Services.

Wealth Management Services & Family Office Services: We provide asset management services which involves us managing and trading your designated account(s) either directly or through a sub-adviser, who we will evaluate, select, and monitor to manage and trade your account(s). We will discuss your investment goals and design a strategy to try and achieve your investment goals. We will continuously monitor your account when providing asset management services and contact you at least annually to discuss your portfolio. For more information, please see **Item 4 of our Form ADV Part 2A**. Asset management services are provided on a **discretionary** basis within the confines of an agreed upon investment policy, meaning we will have the authority to determine the type and amount of securities that can be bought or sold for your portfolio without obtaining your consent for each transaction, except for private placement investments. For more information about investment authority, please see **Item 16 of our Form ADV Part 2A**.

Financial Planning & Consulting Services: We also provide financial planning and consulting services. Financial planning services involve us creating a written financial plan for you which covers mutually agreed upon topics. Financial consulting is used when a written financial plan isn't needed. It involves one time and/or ongoing meetings to discuss your financial situation. Please see **Item 4 of our Form ADV Part 2A**.

Investment Offerings: We do not primarily recommend one type of security to clients. Instead, we recommend investment portfolios designed using the following broad asset classes: Global Equities & Tactical Allocators, Global Bonds, Hard Assets and Unique Private Investments as determined to be suitable for each client relative to that client's specific circumstances and needs. We will make recommendations and provide advice on investments our company Principal is actively engaged in managing or directly advising.

Account & Fee Minimums: We require a minimum of \$500,000 in order to open an account managed by us. To reach this account minimum, you can aggregate all household accounts. The minimum fee generally charged for all financial planning and consulting services is \$7,500.

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?*

What Fees Will I Pay?

Description of Principal Fees & Costs: Fees charged for our Wealth Management Services are charged based on a percentage of assets under management, billed in advance on a quarterly calendar basis, and calculated based on the fair market value of your account as of the last business day of the previous billing period. The annual fee for Wealth Management Services will be based upon a fee schedule which ranges between 0.25% and 1.50%. Because our fee is based upon the value of your account we have an incentive to recommend that you increase the level of assets in your account. When engaging us for Wealth Management Services, you will also incur other fees and expenses. The broker-dealer/custodian on your account will charge you transaction fees for executing trades in your account. You will also be charged internal fees and expenses by the funds we invest in within your account.

Financial planning and consulting services may be provided without additional charge, but depending on the scope, can fall under an hourly fee arrangement. An hourly fee of between \$200 and \$500 per hour is charged by us for financial planning and consulting services under this arrangement. We also provide financial planning and consulting services under a fixed fee arrangement. The minimum fixed fee is generally \$1,500, and the maximum fixed fee is generally no more than \$10,000. You will pay in advance a mutually agreed upon retainer that will be available for us to bill hourly fees against for our financial planning services. We will bill our financial planning fees to you on a monthly basis.

Any fees we charge for financial planning and consulting services will not cover the costs associated with implementing any recommendations we may make.

Additional Information: 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. For more information about the fees we charge and the other fees and expenses you will incur, please see **Item 5 of our Form ADV Part 2A**.

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?

**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?**

Standard of Conduct: When we act as your investment adviser, we have to act in your best interest and not put our interest 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 we provide you. Here are some examples to help you understand what this means.

Windrock's company principal is actively engaged in managing various private investment opportunities that our clients may invest in. Overall, because of the close relationship between the Principal to the underlying investments of certain private investments, conflicts of interest exist. These entities include "Iridius Entities" (Iridius Investment Advisors LLC, Iridius Real Estate Managers LLC, Iridius Capital LLC, Iridius Real Estate Development Funds ("IREDF"), Iridius Real Estate Opportunity Funds ("IREOF"), Iridius Income Fund Series (Income Fund, Income Fund QP and Real Estate Income Fund) and Affiliates), "SCM Entities" (Singularity Capital Advisors LLC, Singularity Capital Management LLC, SCM Opportunity I LLC and affiliates); "SC Entities" (Singularity Capital LLC, Singularity Investment Managers LLC, SC Opportunity Fund LLC and affiliates). Investments made by the management entities may not be negotiated at arms-length, although they believe such investment terms to be fair and reasonable. Recommending that you invest in these investments creates a conflict of interest due to the potential for additional revenue if you invest in the investments. When we provide Wealth Management Services, we will ask that you establish an account with Charles Schwab to maintain custody of your assets and to effect trades for your account. Our recommendation to use Charles Schwab is not based solely on your interest of receiving the best execution possible. We also recommend Charles Schwab because they provide us with research, products and tools that help us manage and further develop our business operations. As a result, we do not have to pay for such benefits, which save us money; however, these arrangements create a conflict of interest. See **Item 12 of our Form ADV Part 2A** for more information about our arrangements with Charles Schwab. We actively manage our own personal accounts while at the same time managing your accounts and other client accounts. This creates different conflicts of interest for which we have developed procedures to mitigate and control for those conflicts. For more information see **Item 11 of our Form ADV Part 2A**.

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

Additional Information: For more information about our conflicts of interests and the ways we are compensated, please see **Item 5** and **Item 10 of our Form ADV Part 2A**.

How Do Your Financial Professionals Make Money?

Description of Salary/Payment of Investment Adviser Representatives: We compensate our investment adviser representatives either with a flat salary or on a basis of the level of assets under management that the representative has under his or her management. Compensation based upon assets under management creates a conflict of interest as it gives your representative an incentive to recommend you invest more in your account with us due to the potential for increased payments.

Do You or Your Financial Professionals Have Legal or Disciplinary History?

No, neither the firm, nor our investment adviser representatives have a legal or disciplinary history to report. You can look up more information about us and our investment adviser representatives at <https://www.investor.gov/CRS>.

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

Additional Information About WindRock

Additional information about us and a copy of this relationship summary are available on the Internet at www.windrockwealth.com. You can also find our disclosure brochures and other information about us at <https://adviserinfo.sec.gov/firm/summary/166124>. If you have any questions or want an up-to-date copy of this relationship summary, we can be reached by phone at (312) 650-9593.

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