

Turtle Creek Wealth Advisors, LLC

Customer Relationship Summary

Introduction

Turtle Creek Wealth Advisors, LLC is an investment adviser registered with the Securities and Exchange Commission. Investment advisory services and brokerage and fees differ, and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at www.Investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

We offer investment advisory services, including: portfolio management; financial planning; estate and tax planning; family governance and education; personal cash flow and portfolio projections; multi-generational wealth management; private banking services; risk management and insurance planning; charitable giving strategies and foundation management; and family office services to retail investors.

Our standard investment advisory services include monitoring your portfolio (or the portion of the portfolio under our management) to help ensure that your portfolio is meeting your stated goals and investment plan. When appropriate and in accordance with your investment plan, we may utilize one or more separate account managers to manage your assets and assist you with understanding your investment portfolio, who will be granted discretionary trading authority.

If we have discretion to manage your account, we will execute transactions on your behalf based on your investment plan without asking you in advance. You may impose certain restrictions on the management of your portfolio. Restrictions may adversely affect the composition and performance of your portfolio, and we are not able to accommodate every request. If you engage us to provide non-discretionary investment advisory services, we will recommend purchases and sales of investments, but *you* will make the ultimate decision regarding each recommendation.

We offer two proprietary investment strategies but do not limit our advice to these and generally seek to manage client accounts using an array of investments, including primarily common stocks, fixed income securities, mutual funds, exchange-traded funds, and other types of securities. To provide investment advice, we typically require that a potential client have at least \$20,000,000 or more in investable liquidity, subject to waiver by the Adviser. ***For additional information, please see Items 4, 7 and 8 of our Form ADV, Part 2A Brochure (“[Brochure](https://adviserinfo.sec.gov/firm/summary/322998)”), available at <https://adviserinfo.sec.gov/firm/summary/322998>.***

Questions to Ask Us:

- **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?

For portfolio management and planning services, we will charge you an annual fee calculated as a percentage of the average daily value of the assets that we manage for you. These fees are typically billed quarterly, in arrears, and will be deducted directly from your account(s). Our fee schedule ranges from 0.25% to 1.25% annually depending on the level of engagement and size of client accounts. If a separate account manager is utilized, the manager’s fees will be charged separately and range from 0.18% to 0.75% annually. If the Dividend Appreciation Strategy (DAPPR) and/or the Focus Strategy is used (our proprietary strategies), we will charge an additional fee of 0.20% annually. Your applicable fees will be identified in your investment advisory agreement with us.

Because we typically charge an asset-based fee, the greater the value of your assets under our management, the more you will pay in actual dollars of management fees. We therefore have an incentive to encourage you to retain and increase the amount of assets in your account(s) under our management.

Certain investments you own (e.g., mutual funds, exchange-traded funds, and other pooled investment vehicles) will charge additional management fees and other expenses, which are ultimately borne by you. You will also be required to pay any fees and expenses charged by your custodian and/or broker-dealer, which may include brokerage commissions,

transaction fees, and wire/electronic fund transfer fees. **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 additional information, please see Items 5 and 12 of our [Brochure](#).**

Questions to Ask Us:

- **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?

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. Below are two examples to help you understand what this means.

We charge an additional fee for investments in our proprietary strategies. This gives us an incentive to allocate a greater portion of your portfolio to these strategies. We will obtain your consent prior to placing your assets into these strategies.

Certain of our principals have an interest in another investment adviser or venture capital firm that advises private funds (each, an “Affiliated Private Fund Manager”). This gives us an incentive to recommend an investment in a fund managed by an Affiliated Private Fund Manager in order to generate management fees and a performance allocation for such Affiliated Private Fund Manager and/or its affiliates and, indirectly, for one or more of our principal owners.

For additional information, please see Items 10, 11, 12 and 14 of our [Brochure](#).

Questions to Ask Us:

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

How do your financial professionals make money?

All of our financial professionals receive a regular salary and may be eligible for discretionary bonus compensation dependent at least in part on firm profits. This arrangement presents a conflict of interest in that we are incentivized to encourage you to increase the amount of assets in your account(s) managed by us in order to increase the fees you pay and therefore increase firm profits.

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

No, as to firm. Yes, as to one of our financial professionals. Please visit www.Investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

Questions to Ask Us:

- **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, or to request a copy of our latest Customer Relationship Summary, please visit our website at www.turtlecreekwealth.com or call us at 214-214-3110.

Questions to Ask Us:

- **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?**