



IAG Wealth Partners, LLC
FORM CRS
Summary of Material Changes

The following information in the firm's Form CRS has been updated:

- References to the firm's wrap fee program and related appendix have been removed because the firm is no longer offering a wrap fee program.
- The firm has added the questions "As a financial professional, do you have any disciplinary history?" and "For what type of conduct?" under the Conversation Starters in this Form CRS.

Except as noted above, no additional changes have been made to the Form CRS.



Form ADV Part 3 Customer Relationship Summary

IAG Wealth Partners, LLC is an investment adviser registered with the Securities and Exchange Commission. Investment advisers and broker-dealers offer different services under differing compensation structures and it is important for retail investors like you to understand the differences between them. Educational materials about broker-dealers, investment advisers, and investing in general are available, along with free and simple tools to research firms and financial professionals, at <https://www.investor.gov/CRS>.

What investment services and advice can you provide me?

We offer investment advisory services to retail investors like you. We provide advice on a continuing basis and discuss your investment goals, design a strategy (with your input) aimed toward achieving your investment goals, and regularly monitor your investments.

Principal Services. The principal investment advisory services we offer to retail clients are financial planning services, investment management services, third-party asset management services, digital advice programs, and custom advisory services designed to meet any unique needs or challenges you face.

Financial Planning and Consulting. Financial planning and consulting can take a number of forms, but generally involves helping you set long-term financial goals and recommending actions designed to help you achieve them. Financial planning does not involve the active management of your account.

Asset Management. Our asset management services generally involve providing you with ongoing supervision over your investment accounts and managing your portfolio based on your individual client profile.

Third-Party Money Managers. We also make available certain third-party money managers who continually monitor and execute transactions within your account. We regularly monitor third-party managers selected to manage all or a portion of your account.

Additional information about the services we offer can be found under **Item 4** of our Form ADV Part 2A Brochure.

Monitoring: Except for financial planning services, all of our investment advisory services include continual monitoring of client accounts by your investment adviser representative, a third-party money manager, or us. Unless your financial planning agreement with us contemplates ongoing services, neither financial planning nor consulting services involve the active management or monitoring of your account.

Additional information regarding our monitoring of client accounts can be found throughout our Form ADV Part 2A Brochure, particularly under **Item 13**.

Investment Authority: For our asset management services, you can choose an account that allows us to buy and sell investments in your account without asking you in advance (a discretionary account) or a relationship where we provide you advice about your investments, but you make the ultimate decision over what investments to buy or sell and when.

Additional information on discretionary authority can be found under **Item 16** of our Form ADV Part 2A Brochure.

Limitations on Investment Offerings. Certain investment programs we offer have a limited menu of investment options available while others impose no such restrictions.

Additional information about these programs can be found under **Item 4** of our Form ADV Part 2A Brochure.

Account Minimums and Other Requirements: We offer a variety of investment programs to help us meet the unique investment profiles of each of our clients. We generally require a minimum account size of \$25,000 to establish a relationship, but certain investment programs we make available to clients have higher minimum account size requirements.

Additional information about applicable minimum account size requirements can be found under **Item 7** of our Form ADV Part 2A Brochure.

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?

Principal Fees and Costs. Our fee for asset management services (including accounts managed by third-party advisers) is generally based on the value of your investment account under our management and billed quarterly. Our fee incorporates the active management and monitoring of your account and applies even if there are no transactions in your account during a billing period. Because our asset management services fee is based on the amount of assets under our management, we have an incentive to recommend that you place additional assets under our management.

We offer financial planning and consulting services at an hourly rate or fixed fee. All of our fees are generally negotiable and will vary based on the expected complexity of strategies to be pursued.


Other Fees and Costs. In addition to the fee you pay us for the services we provide, you may be responsible for other fees and costs incurred in connection with the management of your

account or when implementing transactions recommended by us under a financial planning or consulting relationship. These costs, such as, for example, transaction costs and brokerage or custodial fees, are charged by third parties unaffiliated with us.

Certain investment products, such as mutual funds and exchange-traded funds, also charge ongoing fees to cover their internal operating costs (including portfolio management fees, legal and accounting services, and marketing expenses). 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 about our fees and other costs of investing, please review **Item 5** of our Form ADV, Part 2A disclosure brochure.

Conversation Starter

 *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.


For example, many of our investment adviser representatives are also registered representatives of LPL Financial, LLC, an unaffiliated broker-dealer and investment adviser, and/or are licensed insurance salespersons. When such a representative prepares a financial plan for you, he or she has an incentive to recommend that you purchase commission-paying products and then separately offer to help implement your plan by serving in their separate capacity as insurance salesperson or broker-dealer representative (and not a representative of ours).

Although this conflict exists, we attempt to mitigate its effect by notifying you that it exists and confirming that you are under no

expectation or obligation to implement any plan recommended by or through us with your representative in his or her separate capacity as a registered representative of a broker-dealer or insurance salesperson.

For additional information about conflicts of interest between you and us, please review our Form ADV, Part 2A disclosure brochure generally, and particularly **Items 8, 10, 11, 12, 14, 15 and 18**.

Conversation Starter

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






How do your financial professionals make money?

Our advisors may be independent contractors or employees of IAG. The agreement between each advisor and IAG establishes the payments we make to them, including a portion of your advisory fee. We provide higher compensation for advisors that earn more advisory fees. Although your advisor must manage your account in your best interest, this compensation structure creates an incentive for your advisor to recommend that you increase the amount of assets under their care.

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

No. A free and simple search tool is available to help research financial professionals, including us, at www.investor.gov/CRS.

Conversation Starters

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

Additional information about us and the services we provide, including a current version of this Form CRS, can be found in our Form ADV Part 2A Brochure. It is available for free online by searching our firm's name or CRD number (109721) at: www.adviserinfo.sec.gov or by contacting us at:



N19W24200 Riverwood Drive, Suite 150, Waukesha, WI 53188 | 262-446-8150 | www.iagwealthpartners.com