

Waypoint Wealth Partners, Inc.
Form CRS, Client Relationship Summary– March 05, 2024

Waypoint Wealth Partners, Inc. (“WWP”, “Firm,” “we,” “us,” or “our”) is an investment adviser registered with the U.S. Securities and Exchange Commission. Brokerage and investment advisory services 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 [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

WWP offers investment management services on a fee-only basis. We offer advice to our clients regarding asset allocation and the selection of investments on a fully discretionary basis, limited only by the client’s individual needs and any restrictions imposed by the client. We primarily utilize mutual funds, exchange traded funds (ETFs), and publicly traded REITs in managing our client portfolios, and may additionally utilize individual stocks and bonds in particular client circumstances. We may, in some cases, recommend other investment advisers to manage a portion of your assets.

WWP offers wealth management services as part our investment management service offering. This includes providing recommendations for specific planning issues such as retirement planning, income tax planning, charitable giving and education planning and funding. As financial plans are developed, we may help implement the plan, as requested by our clients.

We monitor our clients’ accounts continually and at least on a quarterly basis. We do not have a minimum account size for our investment management services although there may be a minimum quarterly fee.

For additional information regarding the types of investment services and advice available to you, please see Item 4 and Item 7 of our Form ADV Part 2A at <https://adviserinfo.sec.gov/firm/summary/131155>.

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 licenses, education, and other qualifications? What do these qualifications mean?*

What fees will I pay?

We offer investment management services on a fee-only basis. Our fee is based on a percentage of your total assets under management. This means the more assets in your account, the more fees you will be paying, therefore we have an incentive to increase the assets in your account. Depending on the amount of assets to be managed, the fee range is from 1% to 0.25% annually. Accounts may be subject to a minimum quarterly fee. Fees and/or minimums may be negotiated or waived at our sole discretion and in some cases, we may charge a client a negotiated flat fee rather than the fee range outlined above. Fees will be calculated at the beginning of each calendar quarter based on the market value of the assets in the account on the last business day of the previous quarter.

There may be an initial one-time professional services fee charged to your account upon signing the Investment Management Agreement. The professional services fee will vary according to the scope of services to be provided and will be quoted to each client in advance. If a client requests extraordinary planning services, WWP may charge separately for those services at an additional agreed upon fee. WWP will contact the client in advance if additional charges apply.

Our fees are exclusive of charges imposed by third parties such as custodial fees, brokerage fees and commissions, sub-adviser fees, and charges imposed by a mutual fund or ETF.

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 detailed information regarding our fees and costs, please visit our Form ADV Part 1 Item 5.E or Form ADV Part 2A Item 5 and Item 6 at <https://adviserinfo.sec.gov/firm/summary/131155>.

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 advisor? 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 to you. Here are some examples to help you understand what this means:

When we maintain a minimum amount of client assets at certain brokers, we receive services from the broker at no cost to us. These services may include software and other technology that provide access to client account data (such as trade confirmations and account statements), facilitation of trade execution, providing research pricing information and other market data, assisting with back-office functions, recordkeeping and client reporting. This is a conflict of interest because it incentivizes us to encourage clients to maintain assets at certain brokers when they may pay lower fees elsewhere.

For additional details regarding potential conflicts of interest for WWP, please see Item 11 and Item 14 of our Form ADV Part 2A at <https://adviserinfo.sec.gov/firm/summary/131155>.

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

How do your financial professionals make money?

Our employees are compensated through an annual salary and may also receive a firm and/or individual bonus based on individual and firm performance. Employees receive additional compensation when they successfully refer new clients to our firm.

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

No. For a free and simple tool to research us and our financial professionals go to [Investor.gov/CRS](https://investor.gov/CRS).

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

Additional Information

For additional information regarding our firm or advisory services, please see visit the IAPD website to view a copy of our Form ADV at <https://adviserinfo.sec.gov/firm/summary/131155>. You can also find a copy of our Form CRS at www.waypointwp.com or by calling us at 877-768-4802.

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