



CLIENT RELATIONSHIP SUMMARY – FORM CRS

November 2024

Our firm, Selby Wealth Management, LLC is registered as an investment adviser 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 <https://www.investor.gov> and <https://www.investor.gov/crs> which also provide educational materials about broker-dealers, investment advisers and investing.

What investment services and advice can you provide me?

Services: We offer investment advisory services to retail investors. These services include wealth management, which is a combination of financial planning and investment management. We may also offer financial planning as a stand-alone service. We work closely with you to identify your investment goals and objectives, as well as risk tolerance and financial situation in order to develop an investment approach.

Accounts, Investments, and Monitoring: We provide services to individual, joint, retirement, trust and estate accounts. We primarily use mutual funds, exchange-traded funds, stocks, bonds, and independent managers in constructing portfolios. As part of our services, we monitor portfolios and securities in accounts on a quarterly basis at minimum.

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 until you notify us otherwise in writing.

Account Minimums and Other Requirements: We generally require a minimum portfolio size of \$100,000 for all new client relationships; however, multiple accounts may be aggregated to meet this minimum.

Additional Information: For more detailed information on our relationships and services, please see Items 4, 7 and 8 in our Form ADV Part 2A available at <https://www.adviserinfo.sec.gov/>.

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?

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. These are the principal types of fees you will pay in connection with our services:

Asset-Based Fees: Our asset-based fees for wealth management services are charged as a percentage of assets under management. This fee is collected on a quarterly basis and calculated as a percentage of the value of the cash and investments in your account[s] that we manage. This presents a conflict of interest as we are financially incentivized to encourage you to place more assets in your advisory account as you will pay more in advisory fees. We do not receive commissions for the purchase or sale of securities in client accounts.

Fixed Fees: Our fixed project-based fees for financial planning/consulting are paid at the time of service. Fixed fees are negotiable, based on the nature and complexity of the services to be provided and the overall relationship with us. We provide you with an estimate of the total cost prior to engaging us for these services.

Other Fees & Costs: In addition to our advisory fee, retail investors will also generally incur the following fees and costs charged by third-parties: custodian fees, account maintenance fees, product expenses such as internal expense ratios, and transaction charges.

Additional Information: For more detailed information on our fees, please see Items 5 and 6 – Fees and Compensation of our Form ADV Part 2A available at <https://www.adviserinfo.sec.gov/>.

**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 must act in your best interest and not put our interests ahead of yours. Where the interests of our Firm or employees conflict with our duties to you, we must work to eliminate such conflicts or tell you about them in clear, understandable terms so that you can decide whether or not to work with us. You should understand these conflicts because they can affect the investment advice we provide you. Here is an example to help you understand what this means:

We charge fees for our services, and that creates a conflict with your interests. The more assets there are in your investment account, the more you pay to us in fees, and we therefore have an incentive to encourage you to increase the assets in your account.

Additional Information: For more detailed information, please see Items 4, 10, 12, and 14 in our Form ADV Part 2A available at <https://www.adviserinfo.sec.gov/>.

**Conversation
Starter**

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

How do your financial professionals make money?

Our financial professionals are compensated based on an annual salary. In addition, financial professionals who have ownership interest are compensated based on the revenue generated from advisory services, which is distributed in accordance with our partnership agreement. This means financial professionals have an incentive to increase the asset size in the relationship.

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

Yes. You can visit <https://www.adviserinfo.sec.gov/> and <https://www.investor.gov/crs> for a free and simple search tool to research our firm and our financial professionals.

**Conversation
Starter**

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

We encourage you to seek out additional information.

For additional information on our advisory services, fees, conflicts and personnel, please see our Form ADV Part 2A via our firm's <https://www.adviserinfo.sec.gov/>. To request additional information or a copy of our client relationship summary please contact Joseph Wells at 650-766-5984.

**Conversation
Starters**

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