

# Form ADV Part 3, Form CRS

May 10, 2024

# APRICUS<sup>®</sup>

## ITEM 1- INTRODUCTION

Apricus Wealth LLC<sup>®</sup> ("Apricus") is a registered investment adviser ("IA") with the Securities and Exchange Commission ("SEC") that provides portfolio management and investment advisory services. This Form CRS provides information about the qualifications and business practices of Apricus. Brokerage and investment advisory services and fees differ, so it is important for you to understand the differences when determining what type of account is right for you. Additional information about Apricus is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The searchable IARD/CRD number for Apricus is 306239. Free and simple tools are available to research firms and financial professionals at [www.investor.gov/CRS](http://www.investor.gov/CRS).

## ITEM 2- RELATIONSHIPS AND SERVICES

What investment services and advice can you provide me?

Apricus provides discretionary investment management services to individuals, pension and profit-sharing plans, trusts, estates, charitable organizations, corporations, and other entities. In a discretionary account, we can make investment management decisions without consulting you first. You can impose guidelines or restrictions on your accounts as needed. We will monitor your investment advisory accounts to ensure they are aligned with your investment objectives.

While our minimum relationship requirement is typically \$3,000,000, we reserve the right to waive this minimum at our discretion.

Additional information may be found in our ADV Part 2A at [https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd\\_iapd\\_Brochure.aspx?BRCHR\\_VRSN\\_ID=886402](https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd_iapd_Brochure.aspx?BRCHR_VRSN_ID=886402)

*Recommended questions to ask your IA:*

*Given my financial situation, should I choose an investment advisory service? Why or why not? How will you choose investments? What is your relevant experience, including your licenses, education, and other qualifications? What do these qualifications mean?*

## ITEM 3- FEES, COSTS, CONFLICTS, AND STANDARD OF CONDUCT

What fees will I pay?

At Apricus, we charge a fee based on a percentage of assets under management. We exclude mutual funds and money market funds from this calculation. Our standard fee is as follows: 1% on the first \$2 million, ¾% on the next \$3 million, and ½% thereafter. Financial planning services are included at no additional cost, as part of our standard services. Our fees are negotiable.

Every quarter, we calculate fees based on daily account balances, charging a percentage on your average balance in arrears. If our services cover less than a full calendar quarter, we adjust your advisory fee proportionally based on the number of days you were a client in that quarter. At our discretion, we may combine the account values of family members in order to determine an appropriate advisory fee. For example, we might combine your account values with those of your spouse, minor children, and other related accounts. Combining your account values may reduce our fees based on the breakpoints specified in our fee schedule.

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.

*Recommended question to ask your IA:*

What impact do fees and costs have on my investments and investment returns? Could you provide an estimate of how much will be allocated to fees and costs versus how much will be invested on my behalf?

What are your legal obligations to me when acting as my IA? How else does your firm make money and what conflicts of interest do you have?

As your investment adviser, we are obligated to prioritize your best interests over ours. However, our method of earning money can sometimes create conflicts with your interests. It's important for you to be aware of and inquire about these conflicts, as they may impact the investment advice we provide.

For instance, we charge an investment advisory fee based on the assets we manage. This means we may be inclined to recommend adding assets to your account to increase the fee you pay us. Conversely, our fees decrease when the assets under our management decrease, so we might discourage you from reducing your assets with us.

Additionally, our firm receives services from custodians where your assets are held, either at no cost or at a discounted rate. These services can range from data access to business consulting. This may influence us to favor custodian firms that offer us more attractive services, even if these benefits don't directly impact you.

*Recommended question to ask your IA:*

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

## How do your financial professionals make money?

Our financial professionals receive a share of the firm's projected net profits, which are then adjusted based on their individual achievements, contributions, and level of responsibility. Importantly, we do not accept commissions or any other form of compensation for selling securities or other products within a client's accounts.

## ITEM 4- DISCIPLINARY HISTORY

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

No. Apricus and our financial professionals do not have any legal or disciplinary history. We encourage you to visit [www.investor.gov/CRS](http://www.investor.gov/CRS) for a free and simple tool to research us and our financial professionals.

*Recommended question to ask your IA:*

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

## Additional Information

Additional information about Apricus is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). To request up-to-date information and a copy of the relationship summary, you can reach us at 610-329-4899.

*Recommended question to ask your IA:*

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

## Material Changes

May 10, 2024 the Firm made the following material changes: The Firm does not offer non-discretionary services. Fees are based upon a percentage of assets under management not to exceed 1.00%. This fee is negotiable. The Firm added additional conflicts of interest to Item 3.