

MAY 2024

**ITEM 1. INTRODUCTION.**

**Parr McKnight Wealth Management Group, LLC** is registered with the United States Securities and Exchange Commission as an investment advisor. Brokerage and investment advisory services and fees differ and it is important for you to understand the differences.

Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/crs), which also provides educational materials about brokerdealers, investment advisors and investing.

**ITEM 2: WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE TO ME?**

**Parr McKnight Wealth Management Group, LLC** provides investment advisory services to retail investors. The principal services we offer are investment management and financial planning services. In providing investment management services we may also provide financial planning or otherwise may provide financial planning services on a standalone basis. We tailor your investment management and financial planning services to match the investment objectives, goals, risk parameters, financial and other information which you provide to us. We monitor the holdings and performance of your account on an ongoing basis and may provide you with periodic reports regarding the performance and holdings of your account. We provide investment management services on a discretionary basis pursuant to authority granted to us in your client agreement. Pursuant to this discretionary authority we are authorized to determine which securities are bought and sold, the total amount to be bought and sold, and the costs at which transactions will be effected. However, there are certain clients for which we provide investment management services on a non-discretionary basis. We generally do not limit the types of investments we utilize for clients, and consistently utilize equity securities, corporate, US government and municipal bonds. In addition, we will also utilize registered mutual funds, exchange traded funds, REITS, variable annuities, private funds/alternative investments, closed end funds and structured notes. We generally require a minimum portfolio size of \$2,000,000 or a minimum annualized fee of \$15,000 to open an investment management services account. Regardless, we reserve the right to accept or decline a potential client for any reason in our sole discretion.

For additional information, please refer to our Form ADV Part 2A Brochure, especially Item 4 Advisory Business and Item 7 Types of Clients.

**QUESTIONS TO ASK US:**

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

**ITEM 3 (PART 1): WHAT FEES WILL I PAY?**

For investment management services we charge an asset based fee, which is billed on a quarterly basis. For an asset based fee, the more assets that are in a client's advisory account, the more a client will pay in fees. Therefore, we may have an incentive to encourage clients to increase the assets in his or her account. For financial planning services we charge a fixed, which is billed quarterly.

In addition to our fees you will be responsible for other fees and expenses, such as, transaction charges and fees/expenses charged by any custodian of your account, subadvisor, mutual fund, exchange traded fund, separate account manager and any taxes or fees required by federal or state law. 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, see [Item 5 Fees and Compensation](#) of our [Form ADV Part 2A Brochure](#).

**QUESTIONS TO ASK US:**

- Help me to 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?

**ITEM 3 (PART 2): 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 advisor, 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 conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide to you. As an example, we receive various benefits and services from custodian that we may recommend to you. For additional information, please refer to our [Form ADV Part 2A Brochure](#), specifically Item 12 Brokerage Practices.

**QUESTIONS TO ASK US:**

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

**ITEM 3 (PART 3): HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?**

The principals of our firm are paid pursuant to their participation in firm profits. Our other financial professionals are paid pursuant to a combination of salary and a bonus structure. The bonus structure is subjective in nature and generally not based on client assets or client acquisition. Since the firm charges an asset-based advisory services fee, the more assets you have in your account the more you will pay in fees and, therefore, the firm and the financial professional have an incentive to encourage you to increase the assets in your account. Certain of our financial professionals are licensed insurance agents and in that capacity may recommend the purchase of certain insurance products to our clients. These financial professionals earn commissions for the sale of insurance products and, therefore, this presents a conflict of interest because these financial professionals in their role as insurance agents are incentivized to make insurance product recommendations based on the compensation received rather than on a client's needs. For additional information regarding our financial professionals' activities as insurance agents please refer to our [Form ADV Part 2A Brochure](#), specifically Item 10 Other Financial Industry Activities and Affiliations.

**ITEM 4: DO YOU OR YOUR FINANCIAL PROFESSIONALS HAVE A LEGAL OR DISCIPLINARY HISTORY?**

No. You can visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research our firm and our financial

professionals. **QUESTIONS TO ASK US:**

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

**ITEM 5: ADDITIONAL INFORMATION**

For additional information about our investment advisory services and to request a copy of our Form CRS, please contact 612-324-0235.

**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 a person is treating me?