

Item 1 - Introduction

Reicon Wealth Advisors, LLC is an investment adviser registered with the Securities and Exchange Commission. 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, which also provides educational materials about broker-dealers, investment advisers, and investing.

Item 2 – Relationship Services***What investment services and advice can you provide me?***

We offer investment advisory services to retail investors. As part of these services, we offer discretionary advisory services to clients through separately managed accounts. We review accounts themselves no less frequently than quarterly. With regard to advisory clients, we generally have the authority to carry out various activities in the account, including: (i) trade execution; (ii) the ability to request checks on behalf of the client; and (iii) the withdrawal of advisory fees directly from the account. We then direct investment of the client's portfolio using its discretionary authority. Discretionary authority is granted through a clause in our Investment Advisory Agreement. However, we may accept reasonable limitations or restrictions. Our investment advisory services are offered on a discretionary basis to individuals, high-net-worth individuals, charitable organizations, foundations, and other business entities. We do not require a minimum account size, but certain accounts may be subject to a minimum annual fee. We may, at our discretion, make exceptions to any of the foregoing or negotiate special fee arrangements where we deem appropriate under the circumstances.

For additional information, please see Items 4, 5, 7, 13 and 16 of our [Form ADV, Part 2A brochure](#).

Key questions to ask:

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?

Item 3 – Fees, Costs, Conflicts, and Standard of Conduct***What fees will I pay?***

For investment advisory services, we generally charge fees based on a percentage of assets under management and are calculated at the close of each calendar quarter (or month, if applicable). Fees are paid quarterly in arrears, but we may enter into alternate arrangements (such as billing monthly). Fees for services may be negotiated with each client on an individual basis. At its sole discretion, we may make exceptions or negotiate special fee arrangements where we deem appropriate under the circumstances. While the specific fee schedule for any given client will be identified in the Investment Advisory Agreement, the typical range of fees is between 0.50% and 1.0% depending on the size of the client account, services to be provided, and other factors negotiated between the client and their investment adviser representative. *Effective March 1, 2024*, if additional assets are deposited into or withdrawn from an account after the start of a subsequent quarter, the management fee will be prorated based on the number of days remaining in the quarter.

Advisory fees are asset based. The higher the value of assets that are in your advisory account, the more you will pay in fees; thus, we have an incentive to encourage you to increase the value of assets in your account. 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, please see Item 5 of our [Form ADV, Part 2A brochure](#).

Key questions to ask:

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

We serve as manager and provide advisory services to private special purpose vehicles (the "SPVs"). Accordingly, we have a conflict of interest to the extent that we recommend clients to invest in the SPVs however, we only recommend that a client invest its assets in the SPVs when we believe the investment is in the client's best interest. Additionally, an affiliate, RWA Capital, LLC serves as General

Partner to certain SPVs.

We have entered into an Administrative Services Agreement with Reicon Capital, LLC, a private single-family office, Reicon Investment Advisors, LLC, the investment advisory portion of the family office, and Reicon Management, LLC, the bill pay and tax preparation portion of the family office, (collectively, “Reicon Entities”) for the purposes of establishing fee and expense sharing arrangements. Certain Supervised Persons serve as Managing Partners, Co-Chief Investment Officers, Managing Director, and Vice President of the Reicon Entities.

Additionally, we have entered into an Operating Agreement with Maven Capital Advisers, LLC, for the purpose of establishing and conducting business of Maven Capital Partners, LLC (“Maven Capital”), a registered investment advisor. Certain Supervised Persons, through their ownership of Reicon Wealth, and subsequently Maven Capital, retain an indirect ownership of Maven Capital. Furthermore, certain Supervised Persons also serve as Managing Partners, Managing Director, and Vice President of Maven Capital. Our Clients may be solicited to invest in the SPVs offered by Maven Capital.

These relationships create a conflict of interest in that Supervised Persons are providing investment advice to another firm and may implement similar investment strategies as us; however, Supervised Persons seek to mitigate this risk by managing the Reicon Entities and Maven Capital’s accounts in the same manner as our accounts.

Additionally, certain supervised persons retain indirect ownership of Maven Capital Partners, LLC, a state registered investment advisor. This relationship creates a conflict of interest in that supervised persons are providing investment advice to another firm; however, this is mitigated by managing accounts in the same manner as its direct accounts.

For more information about our conflicts, please see Items 10, 12 and 14 of our [Form ADV, Part 2A brochure](#).

Key questions to ask:

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 management fees paid by advisory clients. This receipt of payment could potentially create a conflict of interest as financial professionals have an incentive to add new clients and increase the value of assets for existing clients. In addition, certain financial professionals receive a portion of the performance-based allocation of SPVs through ownership of the general partner. This creates a conflict of interest as financial professionals have an incentive to recommend that your assets are invested in the SPVs. Our financial professionals do not accept compensation for the sale of securities or other investment products, including asset-based sales charges or service fees from the sale of mutual funds.

Item 4 – Disciplinary History

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

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

Key questions to ask:

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

Item 5 – Additional Information

Additional information about our investment advisory services and an up-to-date copy of this relationship summary is available by contacting us at (404) 328-2120 and/or Reid Funston at rfunston@reiconwealth.com.

Key questions to ask:

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?

Summary of Changes

Key updates were made to the following section(s) since our last filing dated March 5, 2024:

- **Item 3 – Fees, Costs, Conflicts, and Standard of Conduct:** Updated (i) the typical range of fees to reflect between 0.50% and 1.0% and (ii) conflicts of interest, material arrangements and affiliate information.