



## Form ADV Part 3 – Client Relationship Summary

Date: July 8, 2024

### Firm Introduction

Falcon Wealth Planning, Inc. (“Falcon Wealth”) is an investment adviser specializing in comprehensive financial planning. We are registered with the Securities and Exchange Commission (“SEC”).

This document gives you a summary of the types of services and fees we offer. Investment advisory services and fees differ from firm to firm, and it is important for you to understand these differences. Please visit [www.investor.gov/CRS](http://www.investor.gov/CRS) for free, simple tools to research firms and financial professionals. This site also provides educational materials about broker-dealers, investment advisers, and investing.

### Relationships and Services

What investment services and advice can you provide me? Our firm primarily offers financial planning services (we assess your financial situation and goals, develop a strategy to achieve your financial goals, and assist with implementation of that strategy); and asset management (we manage your portfolio, investment strategy, and investments).

Our asset management services are offered on a discretionary basis, which gives us the ability to make investment decisions on your behalf. We allow reasonable account restrictions to be imposed by you; however, certain restrictions may have an impact on the performance of your overall portfolio. We limit the types of investments that we recommend as not every type of investment vehicle is needed to create an appropriate portfolio. As part of our standard services, we typically monitor client accounts on a daily basis. Our firm does not have a minimum account size.

All investments involve some level of risk, including the potential to lose some or all of the money you invest, so you should understand and be prepared for these risks. You can find additional information about our strategies, risk or loss, practices, and our review of accounts in our ADV Part 2A (“ADV 2A”), specifically Items 4 & 7.

***Questions to ask us: 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?***

### Fees, Costs, Conflicts, and Standard of Conduct

What fees will I pay Falcon Wealth? Our fees vary depending on the services you receive and may be negotiable. Typically, financial planning fees are charged one-time in advance and are based on the complexity of your situation. Asset management fees are charged quarterly in advance based on a percentage of your assets under our management. The advisory fee paid to us does not vary based on the type of investments selected. You pay our asset management fee even if you do not have any transactions.

Third Party Costs: Some investments (e.g., mutual funds) impose transaction fees when we buy and sell the investment in your account. Transactions fees vary by custodian and specific investment. Some of the third-party custodians we work with charge a custodial fee to hold your assets.

You will pay fees and costs whether you make money or lose money on your investments; however, your fees are based on a percentage of the daily average balance of your accounts over the quarter, so if your account



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balances decline your fees will also decline proportionately. 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.

**Conflicts of Interest:** We are held to a fiduciary standard that covers our entire investment advisory relationship with you, which means that we are legally obligated to do what is in your best interest and not put our interest ahead of yours. At the same time, we make money as a company based on the amount of assets in your account; the more assets you have in your account, the more you will pay us and thus we have an incentive to increase those assets in order to increase our fee. We do not make any commission or extra money based on the type of investment selected or on individual transactions, so we have no incentive to recommend certain investments or more active trading.

**How do your financial professionals make money?** Falcon Wealth receives a management fee for the financial planning and asset management services we provide. Our financial professionals earn an annual salary. They do not receive commissions or earn other compensation based on the amount of client assets they service, the investments or strategies they recommend, or revenue Falcon Wealth earns from the financial professional's advisory services.

You can find additional information about our fees, costs, and fiduciary duty to you in our ADV 2A, specifically Items 4, 5, 6, 7, 8, & 10.

**Questions to ask us:** *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? How might your conflicts of interest affect me, and how will you address them?*

### Disciplinary History

Do you or your financial professionals have legal or disciplinary history? Yes, we have legal and disciplinary events. Visit [www.investor.gov/CRS](http://www.investor.gov/CRS) for a free, simple search tool to research us and our financial professionals.

**Questions to ask us:** *As a financial professional, do you have any disciplinary history? For what type of conduct?*

### Additional Information

If you have any questions, would like additional information, or another copy of this relationship summary please contact us at (855) 963-2526. **More detailed information is found within our ADV Part 2A Brochure located on the SEC's website at [adviserinfo.sec.gov/firm/summary/174092](http://adviserinfo.sec.gov/firm/summary/174092).** As always, we invite you to visit our website [FalconWealthPlanning.com](http://FalconWealthPlanning.com) at any time to read more about the firm and the services we provide.

**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 this person is treating me?*



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### **Exhibit A – Material Changes to Client Relationship Summary**

We updated our disciplinary disclosure in Item 4.