

**Phoenix Wealth Advisors, Inc.**  
**Customer Relationship Summary**  
**August 2024**

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**Item 1. Introduction**

Phoenix Wealth Advisors, Inc. ("PWA") is an investment adviser registered with the U.S. Securities and Exchange Commission. Investment advisory and brokerage services and fees differ; therefore, 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 investment advisers, broker-dealers, and investing.

**Item 2. Relationships and Services**

**"What investment services and advice can you provide me?"**

**Description of Services and Monitoring**

We provide investment advisory services to retail investors, including asset management (which can include the selection of other advisers), and financial planning. For clients to whom we provide asset management services, we offer wrap fee accounts, which we monitor as part of an ongoing process. As part of our standard services, we review investments held in client accounts typically monthly and meet with clients at their request. Factors that trigger reviews include changes to our investment recommendations, changes in market conditions, and changes to your financial situation and/or investment needs. For clients to whom we provide financial planning, we conduct reviews on an "as needed" basis triggered by the client's request. We may also suggest financial planning reviews when triggered by a change in your financial situation and/or investment needs.

**Investment Authority**

PWA offers our asset management accounts on a wrap fee basis on both a **discretionary** and **non-discretionary** basis. Discretionary asset management allows us the limited authority to buy and sell investments in your account without asking you each time a transaction is placed. With non-discretionary asset management, we provide investment recommendations but require your approval to proceed. You make the ultimate decision regarding the purchase or sale of investments. Our level of authority is determined at the beginning of our relationship with you in our advisory agreement but can be changed upon request.

**Investment Offerings**

While we can advise on any investment asset, our investment recommendations are primarily related to investments in mutual funds, ETFs, corporate bonds, government bonds, and municipals. As a condition for starting and maintaining a relationship, we generally impose a minimum portfolio size of \$100,000, which we may waive at our sole discretion.

**Additional Information**

For additional information, please see our [Form ADV Part 2A](#) (with special emphasis on Items 4, 7, 13, and 16).

**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?

**Item 3. Fees, Costs, Conflicts, and Standard of Conduct**

**"What fees will I pay?"**

PWA's fees are based on the type(s) of service(s) we provide. For asset management, we charge a tiered ongoing asset-based fee, in advance, at the beginning of each quarter. The fee is charged as a percentage of your assets we manage. The more assets there are in your advisory account, the more you will pay in fees, and we therefore have an incentive to encourage you to increase the assets managed by us. These accounts are wrap accounts, fees associated with wrap accounts include most transaction costs and fees to a broker-dealer that has custody of your assets, and therefore are typically higher than a standard advisory fee (which does not include such costs). For stand-alone financial planning services, we charge fixed or hourly fees that are mutually agreed upon at the beginning of the engagement. Our services also include the selection of other advisers, where we receive a portion of the fee they charge.

**Other Fees and Costs**

The asset-based fees associated with our asset management services include all execution and clearing charges except: (1) certain dealer-markups and odd lot differentials, transfer taxes, exchange fees mandated by the Securities and Exchanges Act of 1934 and any other charges imposed by law with regard to any transactions in the account; and (2) offering concessions and related fees for purchases of public offerings of securities as more fully disclosed in the prospectus.

You may also incur charges for other account services provided by the custodian not directly related to execution and clearing including, but not limited to, IRA custodial fees, safekeeping fees, margin interest, and fees for legal or transfers of securities.

**Additional Information:** You will pay fees and costs whether you make or lose money on your investments. They will reduce the amount of money you make over time. Please make sure you understand them. More detailed information about our fees and costs are included in our [Form ADV Part 2A](#) (Item 5).

**Conversation Starters\***

- 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?

\* Consider asking your financial professional these questions.

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**“What are your legal obligations to me when acting as my investment adviser?”**

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.

Many of our financial professionals are also registered representatives of a broker-dealer or insurance agents licensed with an insurance company. Through the broker-dealer and/or insurance company, our financial professionals can offer commission-based products for which they receive additional compensation. This additional compensation causes a conflict of interest as they have an incentive to solicit commission-based products. We also receive compensation in the form of sponsorship fees for seminars, meetings or conferences from product sponsors such as limited partnerships, mutual funds, insurance companies and annuity sponsors. Such sponsorship fees generally entitle the sponsor to an allotted presentation to IARs of PWA. These arrangements give rise to conflicts of interest, or perceived conflicts of interest in that PWA or an IAR has an incentive to invest client assets in investment products managed or sold by companies that provide benefits to PWA, or additional compensation to PWA or an IAR. In addition, PWA is part of a program for security based lending (“SBL”) through Raymond James. Advisors with SBL loans through Raymond James Bank receive an annual 25bps credit on all undiscounted SBL loans. Therefore, PWA can receive a portion of the loan interest charged to a client that qualifies for this program, currently 0.25% (or \$.25 for every \$100). When a discount is applied, it reduces PWA’s portion of the interest received. PWA reviews each client’s loan to make sure it is consistent with their stated needs and objectives and financial situation. These arrangements and additional information about conflicts of interest are discussed in more detail in our [Form ADV Part 2A](#) (Items 5, 10, 12 and 14).

**“How else does your firm make money and what conflicts of interest do you have?”**

We only generate revenues from our asset management and financial planning services as described above.

**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 through salaries and/or a portion of revenue we receive for the advisory services we provide. The portion paid to your financial professional generally does not vary based on the type of investments that are recommended. However, as described above, several of our financial professionals are also registered representatives of a broker-dealer and some are also independent insurance agents. When acting in these capacities, they will earn commissions.

**Item 4. Disciplinary History**

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

Yes, while the firm has no disciplinary events, one of our financial professionals has one. We invite you to visit [Investor.gov/CRS](https://www.investor.gov/crs) for a free and simple search tool to research our Firm and financial professionals.

**Conversation Starters\***

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

**Item 5. Additional Information**

We encourage you to seek out additional information about our investment advisory services in our Form ADV Brochure on [Investor.gov](https://www.investor.gov) or [adviserinfo.sec.gov](https://adviserinfo.sec.gov). Alternatively, you can call PWA at (919) 929-4448 to speak with us directly.

**Conversation Starters\***

- 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?

\* Consider asking your financial professional these questions.