

# Client Relationship Summary

## Introduction

Innovia Wealth, LLC is registered with the Securities and Exchange Commission as an investment adviser. Brokerage and investment advisory services and fees differ, and it is important that you, as a retail investor, understand these differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](http://Investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

## Relationships and Services

What investment services and advice can you provide me?

We offer investment advisory services to retail investors. Our primary service is discretionary portfolio and investment management. We also provide family office services and serve as an adviser to a private fund. Discretionary management means that as a client, you give us authority to make trades and investment decisions when we believe it is appropriate, without first consulting you. We also offer retirement plan services, financial planning, and private fund management. We monitor client portfolios on an on-going basis and make adjustments that are consistent with each client's investment objectives and goals.

The private fund we manage has specific qualification thresholds and criteria and, therefore, is not available to all clients.

Our financial planning services involve evaluating a client's financial situation, goals, and risk tolerance and preparing specific recommendations. Financial planning services do not involve management of client assets. The client will also receive a written financial plan. We also offer business consulting services to clients who have family-owned or closely held businesses.

We generally require a minimum account size of \$1,000,000, but we may waive this requirement in our discretion.

## What fees will I pay?

### FINANCIAL PLANNING FEES

Our fee related to financial planning services provided ("Financial Planning Fee") varies. However, hourly fees cannot exceed \$1,000/hour and Innovia Wealth, LLC typically does not allow flat or project-based fees to exceed \$75,000. The number of hours and the subsequent

financial planning fee will vary based on the complexity of the financial situation, time involved (including preparation and research), number of financial topics covered, and the size of the client and their assets under management ("AUM"), as well as project scope.

We do not collect more than \$1,200 in fees six (6) or more months in advance.

### INVESTMENT MANAGEMENT FEES

Our investment management fees are based on a percentage of client assets that we manage in each client's account. Our fee does not vary based on investment type. Fees are deducted from client accounts monthly in advance, based on the following schedule:

Custodian- Reported Value:	Annual Management Fee
\$0 to \$2,500,000	1.00%
\$2,500,001 to \$5,000,000	0.90%
\$5,000,001 to \$10,000,000	0.60%
\$10,000,001 to \$25,000,000	0.50%
\$25,000,001 to \$50,000,000	0.45%
\$50,000,001 to \$100,000,000	0.40%
Above \$100,000,000	0.35%

The maximum fee that a client can be charged is 1.70% of assets under management.

Our management fee is tiered, which means different asset levels are assessed different fees. The more assets you have in your account, the more you will pay us. Therefore, we have an incentive to encourage you to increase the assets in your account in order to increase our fees.

You will have additional fees or costs in addition to our management fee for certain investments or accounts.

### CONVERSATION STARTERS:

#### Ask Your Financial Professional:

- ✓ *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?*
- Subadviser Fees. If we utilize a subadviser, the subadvisers fees are not included as part of our investment management fee.
- Mutual Funds and ETFs. These investments may have additional fees attached to them charged by the

Custodian. We do not receive a portion of these fees. Mutual funds and ETFs also have internal expenses that will reduce the value of your investment over time.

- **Transaction Fees.** For certain transactions, you may pay a fee. Wire fees, account closing fees, and transfer fees are examples of additional transaction fees.

You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce the 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. You can also visit our website at <https://innoviawealth.com/>.

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 that 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 provide compensation to certain individuals ("Promoters") in exchange for referrals. This creates a conflict because the person referring you has an economic incentive to make the referral. We also receive non-cash compensation and other benefits from sponsors of investment products with which we do business. Such non-cash compensation and other benefits can include invitations to attend conferences or educational seminars, payment of related travel, lodging and meal expenses, reimbursement for branch and client events, and receipt of gifts and entertainment. Receipt of such compensation and benefits creates an incentive for Innovia to favor product sponsors and investments that provide the greatest levels of compensation and benefits. And, while Innovia does not directly vote client proxies or respond to corporate actions, Innovia uses a proxy advisory firm for some, but not all, asset managers. This creates a conflict of interest because this service is available to certain clients *but not others and we have an incentive to refer you to asset managers that use the proxy advisory firm.*

*Private fund management.* We manage a private fund. The private fund is not available to all clients.

*Referral arrangements.* We refer clients to Thomas Brady & Associates ("Brady"), a non-affiliated independent insurance agency for insurance solutions. We receive a marketing fee, under which we refer all recommended insurance purchases to Brady. If a client purchases insurance through Brady, we receive a marketing fee. We are also a solicitor for Sentinel Benefits & Financial Group ("SBFG"), which is an investment adviser to qualified plans, and we receive a portion of SBFG's fee when a client uses its services. These relationships create an incentive to recommend Brady's and SBFG's services.

*Benefits received from our custodian.* We participate in Schwab Advisor Services ("Schwab") and Fidelity Institutional ("Fidelity"). We receive benefits from Schwab that benefit us but do not directly benefit our clients. This creates an incentive for us to recommend Schwab for custody or brokerage services.

*Retirement Plan Rollovers to an IRA:* Our advisory fees may be higher than your retirement plan fee. This creates as incentive for us to recommend a rollover.

You can find more detailed information about our conflicts of interest in Items 5, 10, 11, 12, and 14 of our Form ADV Part 2A.

## **CONVERSATION STARTERS:**

### **Ask Your Financial Professional:**

- ✓ *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 base salary and also receive additional compensation based on the amount of fees they earn or manage for the firm. This creates a conflict of interest because a financial professional could be motivated to increase assets and recommend firm accounts or products, regardless of our clients' best interests. However, we are always required to act as a fiduciary when working with our clients. For additional information, please see Item 14 of our Form ADV Part 2A.

## **Disciplinary History**

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

No. Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

## **CONVERSATION STARTERS:**

### **Ask Your Financial Professional:**

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

## **Additional Information**

*You can find additional information about our investment advisory services and request a copy of our relationship summary using one of the following methods:*

[www.innoviawealth.com](http://www.innoviawealth.com)

171 Monroe Ave NW, Suite 800, Grand Rapids, MI 49503

Email: [contactus@innoviawealth.com](mailto:contactus@innoviawealth.com)

Telephone: (616) 719-5007