



T H E   W E A L T H   G R O U P

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03/29/2024

This Brochure provides information about the qualifications and business practices of The Wealth Group, Ltd. If you have any questions about the contents of this Brochure, please contact us at 919.865.1924. The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority. The Wealth Group, Ltd. is a registered investment adviser. Registration of an Investment Adviser does not imply any level of skill or training.

Additional information about The Wealth Group, Ltd. is also available  
on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2 – Material Changes

The March 29, 2024 Brochure is an annual updating amendment to our Brochure. There has not been a material change in our business since the last Brochure, which was dated March 30, 2023.

Pursuant to SEC Rules, we will provide you with one or more of the following:

- An updated annual brochure that includes a summary of any material changes to the brochure during the course of the previous business year within 120 days of business fiscal year. Our business fiscal year end is December 31<sup>st</sup>;
- A summary of material changes within 120 days of the close of our business fiscal year that includes an offer to provide a copy of the full annual updated brochure and information on how you may obtain the brochure from us;
- An interim amendment to the brochure if new information in response to Item 9 of Part 2A regarding disciplinary information is available; and
- An interim amendment resulting from any material change that could affect the relationship between you and us.

We will provide, *free of charge*, a new brochure at any time at your request, or as may become necessary based on material changes.

Currently, this Brochure may be requested by contacting Dawn Leonard at 919.863.2381 or [Dawn@thewealthgrp.com](mailto:Dawn@thewealthgrp.com).

Additional information about The Wealth Group, Ltd., is also available via the SEC's web site [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The SEC's web site also provides information about any persons affiliated with The Wealth Group, Ltd., who are registered, or are required to be registered, as investment adviser representatives of The Wealth Group, Ltd.

### Item 3 -Table of Contents

Item 1 – Cover Page.....	i
Item 2 – Material Changes .....	ii
Item 3 - Table of Contents.....	iii
Item 4 – Advisory Business .....	4
Item 5 – Fees and Compensation .....	7
Item 6 – Performance Based Fees and Side-by-Side Management.....	11
Item 7 – Types of Clients .....	11
Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss .....	12
Item 9 – Disciplinary Information .....	15
Item 10 – Other Financial Industry Activities and Affiliations.....	15
Item 11 – Code of Ethics.....	16
Item 12 – Brokerage Practices.....	18
Item 13 – Review of Accounts .....	19
Item 14 – Client Referrals and Other Compensation .....	19
Item 15 – Custody.....	20
Item 16 – Investment Discretion .....	20
Item 17 – Voting Client Securities .....	20
Item 18 – Financial Information.....	20

Brochure Supplement(s)

## **Item 4 – Advisory Business**

### **Advisory Services**

#### **4. A. Advisory Firm Description**

The Wealth Group, Ltd (“The Wealth Group”) was formed in June 2010 by Con T. McDonald. The Wealth Group’s focus is on Individualized Money Management Services for individuals, high net worth individuals, corporations and trusts.

Principal Owner and Manager: Con T. McDonald

#### **4.B Types of Advisory Services**

##### **Wealth Analysis and Planning Services:**

Wealth Analysis and Planning Services are based on: financial goals and objectives, cash flow, income tax liability, retirement, educational needs, estate tax and insurance requirements (excluding property and casualty insurance and medical insurance – The Wealth Group, Ltd. strongly recommends utilizing a specialist for these services). After careful review, compilation and analysis of the data supplied by the client, The Wealth Group, Ltd. prepares a plan which includes alternative recommendations for future investment. The recommendations of the plan can be addressed through our financial services or utilized through an outside service. Actual implementation is entirely at the discretion of the client which may require professional assistance. Recommendations may be in both generic and specific form. The specific recommendations may include products offered by an associated brokerage firm and/or investment advisory firm depending on the particular goals and objectives of the client.

##### **Money Management Services:**

The Money Management Services are designed to meet the desires, objectives and needs of a particular client or entity. This process includes determining risk tolerance and an in-depth understanding of the client’s investment objectives. An investment objectives and suitability questionnaire may be used in determining the investment parameters. From the investment questionnaire, an Investment Policy Statement and/or investment directive may be compiled based on the questionnaire and discussion results.

From this process an appropriate money management strategy will be determined. Depending on the client’s desires, objectives and needs, we will determine which manager(s) or combination of manager(s), stocks, bonds, exchange-traded funds, and/or mutual funds to be utilized. The client

may choose to utilize our services (referred to as “internal”) and/or select from a list “external” money managers.

**Internal Money Management (Stocks, Mutual Funds, Bonds, Exchange Traded Funds, and Cash):**

The Wealth Group, Ltd. classifies its internal money management services as a "contrarian/ value" manager, which is an investment philosophy and investment program of purchasing stocks and bonds of financially strong "value" companies, currently considered out-of-favor in the financial markets. We further utilize mutual funds for other asset sector exposure – small cap, mid cap, large cap and foreign exposure. This is done to provide more of a “balanced” approach if a client desires.

The program is based on investing, compounding of interest, dividend reinvestment and multiplication of stocks. If the client decides to deposit additional capital, The Wealth Group, Ltd. will invest the funds when deemed appropriate by market conditions. In addition to a client’s investment objectives and risk level, market conditions will dictate the allocation between stocks, mutual funds, bonds, exchange-traded funds, and cash.

We only give investment advice in the stock, mutual fund, exchange trade fund, and bond markets after we have determined that the client has sufficient capital and can assume the inherent risks involved with these markets in the manner in which we invest their dollars. We do not recommend Initial Public Offerings (IPOs) for clients due to the inherent risk associated with IPOs.

Unless a client directs us otherwise, our “internal” money management services are executed through Charles Schwab, SEI or American Funds serving as a third-party custodian. Schwab, SEI and/or American Funds, will provide the client with confirmations of all trades and at least quarterly account statements.

**External Money Managers (Stocks, Mutual Funds, Bonds, Exchange Traded Funds, and Cash):**

In addition to our internal management services, we also offer clients the ability to select from a list of external money managers. We present external managers who are able to provide a different approach of money management than The Wealth Group, Ltd. This different approach helps clients achieve their investment objectives and goals through a “balanced approach” to their total investment portfolio.

The Wealth Group, Ltd. assists clients with their external money manager selection process by providing a limited amount of due diligence on the various managers. We review and monitor the selected money manager as well as verify client's asset allocation, investment objectives, risk tolerance and time horizon. The Wealth Group, Ltd. clients ultimately make the decision on the suitability of the money manager for their investment portfolio.

*The Wealth Group, Ltd. relies on good faith representations and full disclosure from each money manager and various monitoring services to report accurate, timely and factual materials, performance numbers and other information. The Wealth Group, Ltd. believes all information received from the outside money managers and monitoring services to be accurate and true but we have no way of verifying or guaranteeing the accuracy or completeness of the information received. The Wealth Group, Ltd. does not warrant any representations made by any external money manager or monitoring service. Each external money manager is responsible for compliance with applicable laws, regulations and disclosure matters deemed to be in their control. Past performance information provided by money managers and various monitoring services is not verified or audited; therefore, no assurance can be given that the performance information is accurate. Past performance is not a guarantee of future results.*

This level of money management may be executed through Charles Schwab or SEI due to the coordination needed between the money manager, the clearing operation and The Wealth Group, Ltd. All of these manager services and structures are explained in their ADV.

Charles Schwab and SEI provide the client with confirmations of all trades and at least quarterly account statements.

For each external money manager being considered, we provide a copy of their current ADV Part 2 to each client, which provides a description of services, fees, conflicts of interest and risk. The client may terminate the relationship with the external money manager by giving written notice without penalty, subject to the payment of any fees incurred.

#### **4.C. Client Investment Objectives/Restrictions**

Based on client interaction (personal discussions, questionnaires, etc.), The Wealth Group, Ltd. will make every effort to tailor investment services within mutually agreed parameters. Depending on each client's situation, it is possible for a client to impose reasonable restrictions on the account if desired. With respect to external money managers, clients may or may not be able tailor or impose restrictions on the account depending on each individual external money manager.

#### **4.D. Wrap-Fee Programs**

Adviser does not participate in, nor is it a sponsor of, any wrap fee programs.

#### **4.E Assets Under Management as of 12/31/2023**

Discretionary basis: \$244,957,270

Non-Discretionary basis: \$2,909,410

### **Item 5 – Fees and Compensation**

#### **Advisory Contracts and Fees**

##### **5.A. Adviser Compensation**

##### **Wealth Analysis and Planning Fee Schedule:**

A client is charged an hourly fee of \$125 for wealth analysis and planning fee. The total fee for an hourly case is \$125 times the number of hours The Wealth Group, Ltd. spends on the case.

Fee payment is required when the work is completed, which is normally within 90 days. A client may terminate an agreement within five (5) business days after signing, without penalty. After the five (5) day period expires, a client may terminate a contract by written notice to adviser.

If an outside consultant (attorney, accountant, etc.) is required for additional analysis and advice, the outside consultant's fee will be in addition to the amounts disclosed in the above fee schedule.

##### **Money Management Services Fee Schedule:**

While The Wealth Group, Ltd.'s management fees are generally competitive with other firms in the marketplace, lower fee arrangements may be available from other sources in the marketplace.

##### **Internal Money Management:**

Our Money Management Fee Schedule (including a combination of stocks, mutual funds, bonds, exchange traded funds, and cash) for "internal" money management is based upon a percentage of assets under management. All clients are billed quarterly in arrears. Fees shall be calculated quarterly based upon fair market value of the portfolio (priced as of the trade date, not settlement date) of the client assets under management by The Wealth Group, Ltd. as of the last business day of the month of the quarter ended to be billed, applying the appropriate percentage and dividing the resulting amount by four. The basic fee structure is as follows:

<u>Assets Under Management</u>	<u>Annual Rate</u>	<u>Quarterly Rate</u>
Up to \$500,000	1.75%	0.4375%
\$500,001 to \$1,500,000	1.50%	0.3750%
\$1,500,001 to \$3,000,000	1.25%	0.3125%
\$3,000,001 to \$5,000,000	0.90%	0.2250%
\$5,000,001 and above	negotiated	

All fees may be negotiated depending on account variables and extenuating circumstances. A client may terminate an agreement within five business days after signing, without penalty. Employees, solicitors, and family of employees and solicitors of The Wealth Group, Ltd. may not be charged a management fee, and this arrangement is not available to the general public. The broker-dealer/custodian is compensated by account holders through commissions, transaction-related fees for securities trades and/or other account maintenance fees. Neither The Wealth Group, Ltd. nor its related parties receive any direct compensation from the broker-dealer/custodian.

*Transaction Fees/Cost (the trading cost), charged by the clearing broker-dealer or custodian and internal cost of mutual funds (12b-1 costs, administrative costs, cost of operation and expense ratio, etc.) are not included in the above fee schedule.*

### **External Money Managers:**

For clients utilizing external money managers, the fee(s) are based on full transparency and are broken out into three separate charges: The Wealth Group, Ltd.'s fee(s), the external manager(s) fee(s) and the custodian fee(s).

The Wealth Group Ltd.'s fees range up to one and one-half percent (1.50%) depending on the size of the account and additional money under management. The second component is the fee each external manager charges based on its own fee schedule. Then the third fee is the third party custodian fee (Charles Schwab or SEI) for the brokerage and custody services. These brokerage and custody services are at their published institutional rate. Market forces and market rates are the major factors in determining pricing for a client. All fees may be negotiated depending on account variables and individual circumstances.

The Wealth Group, Ltd. reserves the right to impose a minimum annual fee for Internal Money Management and /or External Money Management.



## **Other Advisory Fee Arrangements**

### **5.B. Direct Billing of Advisory Fees**

Each client may have their account debited for our Money Management services by signing a Letter of Authorization or clients have the option of being billed directly by The Wealth Group, Ltd. Fees shall be calculated quarterly based upon fair market value of the portfolio (priced as of trade date, not settlement date) of the client assets under management by the Adviser as of the last business day of the month of the quarter ended to be billed, applying the appropriate annual percentage and dividing the resulting amount by four.

Client will receive notification of fees withdrawn from their account on the statements they receive from the custodian.

With respect to fees associated with external money managers, these external money managers may bill the client in arrears or in advance and they may utilize automated debiting or direct billing depending on each individual external manager per their money management agreement.

With respect to Wealth Analysis and Planning, clients will be invoiced upon completion of the work. Typically, clients pay for such services by check.

### **5.C. Other Fees and Expenses**

In addition to The Wealth Group, Ltd.'s investment advisory fee(s), the client may be assessed other fees by the broker-dealers and/or custodians of client's assets. The client may also incur, relative to certain investment products, charges imposed directly at the investment product level. These charges include but are not limited to: brokerage fees/commissions charged to the client for security trades and executions, mutual fund expenses, custodial fees, wire transfer and electronic fund fees, etc. These additional fees may be billed to the client's account directly by the broker-dealer or custodian of record from the client's assets. Any such fees are exclusive of, and, in addition to, The Wealth Group, Ltd.'s compensation. The Wealth Group does not receive any portion of these fees.

Client may establish an account(s) with a broker-dealer/custodian of their choosing. By signing the account application, client acknowledges and accepts the commission/fee schedule of the broker-dealer/custodian where he/she establishes those accounts.

See Item 12A for further discussion on selection of broker-dealer/custodian for client's assets.

## **5.D Advance Payment of Fees**

The Wealth Group, Ltd. bills all accounts in arrears and does not receive any advance payment. External money manager's billing may be done in arrears or in advance. The external money manager's policy relating to the refund of pre-paid fees is disclosed in the respective money manager's Form ADV which is provided to client.

## **5.E Compensation for Sale of Securities or Other Investment Products**

Mr. McDonald, as well as other Investment Adviser Representatives, is (are) a Registered Representative of Capital Investment Brokerage, Inc. and/or Capital Investment Group, Inc. These two entities are both broker-dealers registered with Financial Industry Regulatory Authority (FINRA), SEC, MSRB and applicable states. In addition, he (they) may hold a North Carolina Insurance License and are appointed with numerous insurance companies for various lines of insurance. In the capacity of a Registered Representative and/or an insurance agent, the Investment Adviser Representative may receive commissions and/or premiums from the sale of investment and insurance products.

A client of The Wealth Group, Ltd. may request that an Investment Adviser Representative of The Wealth Group, Ltd. effect a securities transaction outside the scope of an agreement for money management services for compensation, payment of which is based upon the published schedule of compensation through Capital Investment Brokerage, Inc. and/or Capital Investment Group, Inc. Clients are advised that they have the option to purchase the recommended securities product(s) through a broker that is not affiliated with The Wealth Group, Ltd. Mr. McDonald owns a one percent interest in Capital Investment Brokerage, Inc. and Capital Investment Group, Inc.

Mr. McDonald, or any of the firm's Investment Adviser Representative's, when requested to do so, may assist clients with the implementation of insurance products. Investment Adviser Representative receives the usual and customary commissions associated from the implementation of these insurance products through the broker-dealer or a separate independent insurance brokerage firm. Clients are advised that they have the option to purchase the recommended product(s) through a broker or agent that is not affiliated with The Wealth Group, Ltd.

In the capacity of a broker-dealer representative and/or insurance agent, Investment Adviser Representatives will receive commissions for transactions. Investment Adviser Representatives are also eligible to receive 12b-1 fees for maintaining mutual fund positions and a portion of insurance premiums for maintaining insurance policies for as long as they remain the broker-dealer representative or insurance agent of record. Investment Adviser Representatives serving

in the capacity of a broker-dealer representative and/or insurance agent will receive a higher percentage of total commissions and/or premiums paid when the aggregate amount of compensation exceeds predetermined compensation amounts.

The receipt of commissions and/or premiums may present a conflict of interest by giving the Investment Adviser Representative an incentive to recommend investments and/or insurance based on compensation rather than the client's needs. Further, the ability of a dually-registered Investment Adviser Representative to receive a higher percentage of commissions and/or premiums provides an incentive to recommend higher commission products and/or recommend increased activity to increase the aggregate amount of commissions and/or premiums generated so the Investment Adviser Representative can receive a higher percentage of commissions and/or premiums paid.

The Wealth Group, Ltd. has taken several proactive steps to alleviate this conflict of interest. The firm has adopted a Code of Ethics, which comprehensively addresses conflicts of interests and fiduciary responsibilities. Mr. McDonald, other Investment Adviser Representatives and The Wealth Group, Ltd. do not receive commissions on any money management transactions through the custodian. All money management compensation is based on a percentage of assets under management. Clients are also advised that they have discretion on the broker/agent and financial firm to utilize in implementing recommendations. both on money management and non- money management transactions.

The Wealth Group, Ltd. does not reduce asset management fees to offset any of the commissions discussed.

#### **Item 6 – Performance-Based Fees and Side-By-Side Management**

The Wealth Group, Ltd. does not utilize Performance-Based Fees for its client relationships and does not receive performance-based fees.

#### **Item 7 – Types of Clients**

The Wealth Group, Ltd. serves as a wealth manager and an investment adviser specializing in money management for individuals, high net worth individuals, trusts, businesses, charitable entities, and pension and profit sharing plans. Our focus is to attempt to tailor client portfolios based on each client's situation, needs and objectives. The common denominator shared by all clients is a degree of financial success and recognition of the need to coordinate different pieces of an investment portfolio into an overall well-managed investment structure and portfolio. Our firm

has not established any minimum account size or other requirement for opening and maintaining an account.

## **Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss**

### **8.A. Methods of Analysis and Investment Strategies**

Our Methods of Analysis are based on accessing publicly available information and doing further research on chosen stocks, bonds, mutual funds, exchange traded funds, and other outside money managers. We utilize publications including Forbes, Morningstar, Value Line, Wall Street Journal, and Barron's, as well as numerous others, as our main research sources. Our research is designed to review, analyze and provide additional insight into the operations of a company.

Our internal Investment Strategy is based on a philosophy that is contrarian by nature. We do not try to predict markets. We recommend taking what the market gives us by looking for financially strong and undervalued securities. We pinpoint those stocks, bonds, exchange traded funds, and mutual funds which suit our investment criteria then position our portfolios for long-term holding periods, thus taking advantage of the volatile and cyclical nature of the markets. We emphasize securities that have high levels of cash with little to no debt. Our firm's investment strategy focuses on a company's liquid assets, earning power, real estate holdings and the management of the company.

By using our resources and research, our portfolio approach is designed to preserve capital and provide consistent, stable investment performance over the long run.

Our investment strategy is further based on a five-point program:

#### *POINT 1: BARGAIN PRICED STOCKS*

We prefer to buy high quality, financially strong securities selling at or near their lows. Investing in securities that are currently out-of-favor can protect the downside while increasing the upside potential of the investment.

#### *POINT 2: REINVESTMENT OF DIVIDENDS*

Consistent reinvestment of dividends to make additional purchases and dollar cost average into the market has provided maximum performance for our clients, although, this strategy can be altered to meet individual needs.

#### *POINT 3: TAX CONSIDERATIONS*

Generally, all taxes on market gains are paid separately by the client, not from the portfolio. We strive to create long-term capital gains and have the client pay the lower capital gains tax rate versus paying a higher ordinary income tax rate on the gains. We ultimately do not want the taxes to impede growth in the portfolio.

#### *POINT 4: SAVINGS AND PREMIUMS*

Flexibility is designed into the program permitting additional deposits on either a random or systematic basis which allows additional growth and utilizes dollar cost averaging.

#### *POINT 5: MULTIPLICATION OF STOCKS*

Securities bought at a low price are sold at a higher price; then we multiply that into two, three, or four securities at lower prices.

With respect to the use of external money managers, the managers are chosen based on their ability to complement the client's overall portfolio in an effort to help a client "balance" their investment strategy. For specific strategies of the chosen outside managers, clients are directed to read the information (prospectus, ADV, Morningstar, Manager's Brochure, etc.) that has been provided to them.

### **8.B. Material Risks of Investment Strategies**

There can be no guarantee of success of the strategies offered by The Wealth Group, Ltd. Investment portfolios may be adversely affected by general economic and market conditions such as interest rates, availability of credit, inflation rates, changes in laws, national and international political circumstances and numerous other issues that cannot be predicted. These factors may affect the level and volatility of security pricing and the liquidity of an investment.

Trading in the portfolios may affect investment performance, particularly through increased transaction costs and taxes.

Our strategies do not employ limitations in particular sectors, industries, countries or regions.

### **8.C. Material Risks of Securities Used in Investment Strategies**

As with any security, investment(s) and/or investment strategy, all investing carries a high degree of risk. Investing in securities involves a risk of loss that clients should be prepared to bear.

Common risk associated with investing include but are not limited to: 1) loss of capital; 2) economic and market risk; 3) adverse income tax consequences; 4) currency risk; and 5) reinvestment risk (i.e. future proceeds from investments may have to be reinvested at a potentially lower rate of return). In addition to these risks, there are other risks inherent in equities, bonds, exchange traded funds, and mutual fund products utilized by the firm in managing portfolios.

Investing in equity securities involves various risks. These include: 1) declines in value due to changes in overall market conditions that are not specifically related to a company, such as real or perceived adverse economic or political conditions throughout the world, changes in the general outlook for corporate earnings, changes in interest or currency rates, or adverse investor sentiment generally; 2) declines in market value of a security because of factors that affect a particular industry or industries, such as labor shortages or increased production costs and competitive conditions within an industry; 3) declines in market value of an equity due to company-specific news and events, such as profitability or earnings forecasts, dividend policy changes, adverse legal rulings, management turnover, increase real estate or operating costs, competitive pressures, delays in product launches, or any other matter that could impact the current or future financial health of the company which is being invested; 4) equity investments may underperform particular sectors of a given market or the equity market as a whole. The value of your investment will fluctuate daily and cyclically based on movements in the stock market and the activities of each individual company.

Investing in bonds involves various risks. These include: 1) upgrades or downgrades in the corporate rating of a bond; 2) the solvency and ability of a company to timely make coupon payments; 3) changes in interest rate can significantly impact the market value and rates of return of a bonds; and 4) prepayment risk whereby a company decides to purchase outstanding bonds it has issued.

Mutual fund and exchange traded fund investing allows one to invest in a bundle of securities of various companies, financial products, or to track a financial index. This allows a level of diversification that could not otherwise be achieved by investing in a single company. There are inherent risks to investing in mutual funds. Among these are: 1) performance will be negatively impacted for mutual funds with higher expenses; 2) performance can be impacted by macro-economic, government, and political events that affect the overall market; 3) the individual composition and focus of a mutual fund, such as focuses on specific countries, sectors, industries, etc., may create circumstances where a mutual fund underperforms financial indexes whether due to news or events affecting a region or industry or otherwise; 4) a higher portfolio turnover rate may indicate higher transaction costs and may result in higher taxes when fund shares are held in

a taxable account; and 5) specific risk factors of securities underlying the portfolio of a mutual fund. Key differences do exist between mutual funds and exchange-traded funds including, among others, how the products are priced, potential fees, and tax efficiency.

An interval fund, a form of closed-end mutual fund, allows investors the ability to invest in a bundle of securities of various companies or financial products. An interval fund may invest in higher percentage of illiquid securities than other closed-end or open-end mutual funds. This allows an interval fund to potentially invest in higher-yielding investments. An interval fund allows investors to redeem shares only periodically often in limited quantities. The time between when an investor may redeem shares is called an “interval” hence its name. Interval funds’ disadvantages are: 1) limited redemption thus limited liquidity; 2) often are considered to be more complex than other mutual funds; and 3) fees associated with this product are frequently higher than other mutual funds.

### **Item 9 – Disciplinary Information**

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of them or the integrity of their management. The Wealth Group, Ltd. is not aware of any legal or disciplinary action being taken against the company, its officers nor its Investment Adviser Representatives.

### **Item 10 – Other Financial Industry Activities and Affiliations**

#### **10.A. Registered Representatives**

Mr. McDonald is a registered representative of Capital Investment Brokerage, Inc. and Capital Investment Group, Inc., which are broker-dealers. A client of the applicant may request that Mr. McDonald effect a securities transaction for compensation, payment of which is based upon the published schedule of compensation for securities' sales made through Capital Investment Brokerage, Inc. and/or Capital Investment Group, Inc. Mr. McDonald owns a one percent interest in Capital Investment Brokerage, Inc. and Capital Investment Group, Inc.

#### **10.B. Other Registrations**

Neither The Wealth Group, Ltd. or its management are registered with, or have an application pending to register, as a futures commission merchant, commodity pool operator, a commodity trading adviser, or as an associated person of the foregoing entities.

### **10.C. Material Relationships or Arrangements**

See Item 12 A. Selection of Broker-Dealers in reference to utilizing Charles Schwab, American Funds and SEI as a broker-dealer/custodian of clients' assets.

### **10.D. Recommendation of Other Investment Advisers**

As a general rule The Wealth Group, Ltd. does not recommend or select other investment advisers for clients unless another investment adviser would offer a service to complement The Wealth Group Ltd.'s services; that is another money manager with a different investment style, as discussed earlier.

Mr. McDonald, President of The Wealth Group, Ltd., has another Investment Advisory firm, Physicians Financial Services, Inc., specializing in helping physicians with their financial concerns. In general, clients are not referred to Physicians Financial Services, Inc. unless a client is a physician and could receive additional services at Physicians Financial Services, Inc. that could not be rendered through The Wealth Group, Ltd.

### **Item 11 – Code of Ethics**

We have a Code of Ethics both written and implied that is adhered to strictly, supervised and overseen by Mr. McDonald. A copy of the Code of Ethics is available upon request by a client or prospective client.

### **11.A. Recommendations of Securities and Material Financial Interests**

A Code of Ethics directs and is used as the basis of all business offerings and transactions. The Wealth Group, Ltd. and each of its Access Persons shall be governed by the following principles and guidelines in order to ensure its compliance of the fiduciary responsibilities to clients:

- (1) High standards of commercial honor shall be applied in all dealings with clients and the public by The Wealth Group, Ltd., Access Persons, and Related Parties including but not limited to: not buying or selling a security for their personal or related portfolios until pre-approved by a member of the compliance committee;
- (2) All conflicts of interests, including appearances of such, shall be avoided by The Wealth Group, Ltd. and Access Persons.



- (3) The Wealth Group, Ltd. and Access Persons must conduct themselves in a manner in which the client's interests are of paramount concern and client interests are placed ahead of those of the Adviser and Access Person, including the offering of investment opportunities to clients first prior to any Access Person acting on them for their pecuniary interest.
- (4) The Wealth Group, Ltd. and Access Persons emphasizes the unrestricted right of the client to:
  - a) decline to implement any advice rendered and
  - b) choose a broker-dealer, custodian or insurance company for implementation and execution.
- (5) The Wealth Group, Ltd. and Access Persons must obtain all pertinent financial and investment objective information prior to executing a trade in a Client's account.
- (6) All activities of The Wealth Group, Ltd. and Access Persons must be in accordance with and in compliance with Federal securities laws and state regulations governing in Registered Investment Advisory practices.
- (7) All activities of The Wealth Group, Ltd. and Access Persons shall be consistent with these Code of Ethics and policies or procedures of the Adviser. Any individual not in observance of any of the above may be subject to immediate termination.

#### **11.B. Material Financial Interest**

Neither The Wealth Group, Ltd. nor related parties recommend securities in which a related person has a material financial interest.

#### **11.C & D. Timing of Recommendations to Clients and Personal Trading**

Officers, Access Persons and Related Parties of The Wealth Group, Ltd. may have an interest or position in securities which may also be recommended to clients. These personal security transactions may be the same as client transactions and may be executed at different times and/or prices.

Officers, Access Persons and Related Parties of The Wealth Group, Ltd. shall not buy or sell securities for their personal or related portfolios where their decision is substantially derived by the firm's research committee without pre-approval by a member of the investment and/or compliance committee. The Wealth Group, Ltd. requires all personnel to place trades either at the same time client trades are placed or the personnel must wait until all clients' trades have been executed for the day before a personal trade can be placed.

The Wealth Group, Ltd. maintains a list of all securities holdings for anyone associated with the firm. These holdings and transactions are reviewed on a regular basis by the Chief Compliance Officer.

## **Item 12 – Brokerage Practices**

### **12.A. Selection of Broker-Dealers**

The Wealth Group, Ltd. mainly utilizes Charles Schwab as custodian for its internal money management services program. The client, however, may elect to use a different custodian or broker-dealer. All trading, transaction and custody fees are based on the published rates, conditions and terms of the broker-dealer/custodian where the client's assets reside.

The Wealth Group, Ltd. and related parties do not receive direct "material" benefit from outside parties. It may be deemed that The Wealth Group, Ltd. receives "immaterial" direct economic benefits from related parties and Charles Schwab, American Funds and SEI. There is no direct link between the investment advice given and participation with Charles Schwab, American Funds or SEI. The Wealth Group, Ltd. does receive benefits which include: receipt of duplicate client confirms and bundled duplicate statements; access to a trading desk service provided exclusively for participants; access to block trading which provides the ability to aggregate securities transactions and then allocate the appropriate shares to client accounts; access to research; ability to have investment advisory fees deducted directly from clients' accounts, access to an electronic communications network for client order entry and account information; receipt of compliance publications; and access to mutual funds not generally available to the public.

Charles Schwab, American Funds and SEI make available other services intended to help The Wealth Group, Ltd., Inc. manage, administer and further develop its business enterprise. These services may include consulting, publications and conferences on practice management, information technology, business succession, regulatory compliance and marketing. These benefits may be deemed to create, or be perceived as, a conflict of interest for acting in a client's best interest by creating incentive to recommend broker-dealers/custodians who provide research or other products or services to The Wealth Group, Ltd. We feel the overall benefits

available and delivered by Charles Schwab, American Funds and SEI greatly outweigh any perceived conflict and allows us to better act in our overall clients' best interest as well as each client's best interest. The benefits received by the applicant through participation in Charles Schwab, American Funds or SEI do not depend upon the amount of transactions directed through these entities. The benefits received by The Wealth Group, Ltd. are utilized to service all clients.

It may be deemed that additional indirect benefits (copy, fax, telephone, internet, health insurance, and office space) are provided to Mr. McDonald, by a related party of applicant - Capital Investment Companies (Capital Investment Brokerage, Inc./Capital Investment Group, Inc.). These additional indirect benefits are paid directly by Mr. McDonald to Capital Investment Companies.

## **12.B. Aggregation of Orders**

All money management account transactions are compiled individually; however, when a purchase or sale is made, all accounts that qualify may be bunched together to obtain the same execution price. However, when accounts are traded on an individual basis, clients may receive different pricing on the same security due to execution times.

Accounts held outside of Schwab may be executed after orders for discretionary accounts at Schwab have been executed, which may affect the timing and the price of execution.

## **Item 13 – Review of Accounts**

For internal managed accounts, accounts may be reviewed quarterly or on a more frequent basis by a designated supervisor or management personnel of the firm. Provisions are made for more frequent review should market conditions and/or a change in client's objectives dictate.

For external managed accounts, each manager has its own review process and it is recommended all clients review the ADV of the proposed manager or the prospectus of the fund adviser.

The Wealth Group, Ltd. does not send out regular reports to clients on their accounts.

## **Item 14 – Client Referrals and Other Compensation**

The Wealth Group, Ltd may enter into agreement(s) with solicitors detailing compensation, terms and conditions for referring client to The Wealth Group, Ltd. Each client that is referred to The Wealth Group, Ltd from a solicitor signs a Money Management Services Agreement acknowledging the solicitor payment arrangement. A client will not incur higher or additional fees or expenses as a result of the solicitor arrangement than if the client had sought and obtained services directly

from The Wealth Group, Ltd. Compensation paid to the solicitor is a portion of the overall fee paid by the client to The Wealth Group, Ltd.

The Wealth Group, Ltd. may receive solicitation fees from third party managers in referring/introducing clients to the third party manager for money management services.

### **Item 15 – Custody**

The Wealth Group, Ltd. does not maintain custody of client assets. The qualified custodian will provide account statements to clients quarterly, if not more frequently. The Wealth Group, Ltd. urges clients to carefully review such statements. Clients are further urged to compare account statement provided by the qualified custodian with any statements provided by The Wealth Group, Ltd.

### **Item 16 – Investment Discretion**

The Wealth Group, Ltd. manages clients' accounts on a discretionary or non-discretionary basis. We obtain a Limited Power of Attorney for each client's account managed on a discretionary basis. This Power of Attorney enables the money manager to determine the quantity and specific security to buy/sell. The Limited Power of Attorney is mainly used in order to make market moves (buys/sells) without having to obtain client's consent. Any limitations on the Limited Power of Attorney shall be written on the Limited Power of Attorney form. Clients may change/amend these limitations as required. Such amendments shall be submitted in writing.

### **Item 17 – Voting Client Securities**

#### **17.A. Voting Policies and Procedures**

Since all client investment positions are held in street name with the broker-dealer/custodian firm and clients receive proxies and re-organization notices, we do not vote proxies or re-organization notices for clients. Client will receive the proxies directly from the custodian. Clients may contact our office to get further information on proxy voting.

If a client chooses to utilize an external manager, each manager chosen has its own policy and procedure regarding voting of proxies and reorganization notices as client's desire.

### **Item 18 – Financial Information**

#### **18.A. Advance Payment of Fees.**

The Wealth Group does not require or solicit prepayment of fees. Our billing of client's accounts is done in arrears. See 5.A. for further insight and discussion.

**18.B. Financial Condition**

Registered investment advisers are required in this Item to provide you with certain financial information or disclosures about their financial condition. The Wealth Group has no financial commitments that impair its ability to meet contractual and fiduciary commitments to clients.

**18.C. No Bankruptcy Proceedings**

The Wealth Group has not been the subject of any bankruptcy proceedings.

Item 1 – Cover Page

CORNELIUS T. MCDONALD, III  
CRD #1288377

The Wealth Group, LTD.

100 E. Six Forks Road, Suite 200  
Raleigh, North Carolina 27609  
(919) 865-1924  
[03-29-2024]

**This Brochure Supplement provides information about Cornelius T. McDonald, III, and it is an addendum to The Wealth Group, Ltd.’s Brochure. You should have received a copy of that Brochure. Please contact Dawn Leonard at 919.863.2381 if you did not receive The Wealth Group, Ltd.’s Brochure or if you have any questions about the contents of this supplement. Additional information about Cornelius T. McDonald, III is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

Item 2 – Educational Background and Business Experience

**Cornelius T. McDonald, President**

Year of Birth: 1955

Education:

University of North Carolina at Chapel Hill, B.S. in Business Administration with a  
Major in Accounting, 1974–1979

Business Background:

Capital Investment Group, Inc.	Raleigh, NC
Assistant Vice President/Representative	
07/1987 – Present	

Capital Investment Brokerage, Inc.	Raleigh, NC
Assistant Vice President/Registered Representative	
01/1997 – Present	

Capital Investment Counsel, Inc.	Raleigh, NC
Investment Adviser Representative	

01/1997 – 03/2021

Physicians Financial Services, Inc.

Raleigh, NC

President

02/1987 – Present

The Wealth Group, Ltd.

Raleigh, NC

President

07/2010 – Present

YMCA of the Triangle

Raleigh, NC

Investment Committee

1/2003 - Present

### **Item 3 – Disciplinary Information**

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to Mr. McDonald.

### **Item 4 – Other Business Activities**

Mr. McDonald is also President and owner of another Investment Advisory Firm, Physicians Financial Services, Inc., specializing in helping physician clients. Mr. McDonald is also a Registered Representative of Capital Investment Brokerage, Inc. and Capital Investment Group, Inc. These two entities are both broker-dealers registered with Financial Industry Regulatory Authority (FINRA), SEC, MSRB and applicable states. In addition, he holds a North Carolina Insurance License and is appointed with numerous insurance companies for various lines of insurance.

Mr. McDonald receives commissions based on the sale of securities executed through Capital Investment Brokerage and Capital Investment Group. He also sells various insurance products, which may be executed through either Capital Investment Brokerage or Capital Investment Group, or directly through an independent insurance broker and receives commission and/or premiums from the appropriate corresponding entity. He also receives investment advisory fees from clients who are managed through Capital Investment Counsel and Physicians Financial Services, Inc.

The receipt of commissions and/or premiums presents a conflict of interest by giving Mr. McDonald an incentive to recommend investments and/or insurance based on compensation rather than the client's needs. The Wealth Group, Ltd. has taken several proactive steps to alleviate this conflict of interest. The firm has adopted a Code of Ethics, which comprehensively addresses conflicts of interests and fiduciary responsibilities. Mr. McDonald and The Wealth Group, Ltd. do not receive commissions on any money management transactions through the custodian. All money management compensation is based on a percentage of assets under

management. Client has the discretion on the broker/agent and financial firm to utilize in implementing recommendations.

Mr. McDonald owns a one percent interest in Capital Investment Brokerage, Inc. and Capital Investment Group, Inc.

**Item 5 – Additional Compensation**

No reportable additional compensation.

**Item 6 – Supervision**

N/A



**Item 1 – Cover Page**

**KEITH C. BECK**  
**CRD #2420576**

**The Wealth Group, LTD.**

109 Foy Drive  
Rocky Mount, North Carolina 27804  
(252) 443-5950

**Main Office**

100 E. Six Forks Road, Suite 200  
Raleigh, North Carolina 27609  
(919) 865-1924  
[03-329-2024]

**This Brochure Supplement provides information about Keith C. Beck, and it is an addendum to The Wealth Group, Ltd.'s Brochure. You should have received a copy of that Brochure. Please contact Dawn Leonard at 919.863.2381 if you did not receive The Wealth Group, Ltd.'s Brochure or if you have any questions about the contents of this supplement. Additional information about Keith C. Beck is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

**Item 2 – Educational Background and Business Experience**

Keith C. Beck, Investment Adviser Representative

Year of Birth: 1962

Education:

East Carolina University, Greenville, NC  
B.S., 1984

Business Background:

Keith C. Beck, CPA  
Owner  
7/1995 – Present

Rocky Mount, NC

The Wealth Group, Ltd. Investment Adviser Representative 5/2011 - Present	Raleigh, NC
Capital Investment Group, Inc. Registered Representative 10/1999 – 8/2010, 3/2011 – Present	Raleigh, NC
Ameriprise Associate Financial Adviser 08/2010 – 03/2011	Rocky Mount, NC

### **Item 3 – Disciplinary Information**

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to Mr. Beck.

### **Item 4 – Other Business Activities**

Mr. Beck is a Registered Representative of Capital Investment Group, Inc., which is registered with the Financial Industry Regulatory Authority (FINRA), SEC, MSRB and applicable states. His status as a registered representative with Capital Investment Group allows him to establish broker accounts and effect securities transactions for compensation, payment of which is based upon the published schedule of compensation for securities sales made through Capital Investment Group, Inc. In addition, he holds a North Carolina Insurance License and is appointed with numerous insurance companies for various lines of insurance.

The receipt of commissions presents a conflict of interest by giving Mr. Beck an incentive to recommend investments based on compensation rather than the client's needs. The Wealth Group, Ltd. has taken several proactive steps to alleviate this conflict of interest. The firm has adopted a Code of Ethics, which comprehensively addresses conflicts of interests and fiduciary responsibilities. Mr. Beck and The Wealth Group, Ltd. do not receive commissions on any money management transactions through the custodian. All money management compensation is based on a percentage of assets under management. Client has the discretion on the broker/agent and financial firm to utilize in implementing recommendations.

Mr. Beck is a Certified Public Account and owns a CPA firm. Mr. Beck's accounting services represent his primary occupation and source of income.

### **Item 5 – Additional Compensation**

No reportable additional compensation.

**Item 6 – Supervision**

With respect to investment management, Mr. Beck works under the direction of Mr. Con McDonald, President of The Wealth Group, Ltd. Under this direction, Mr. Beck refers clients to Mr. McDonald, who, together with his in-house team, performs analysis and disseminates information to clients that is consistent with the Firm's investment strategy, as outlined in Section 8A the Form ADV Part 2A.

Additionally, our firm works closely with clients to ensure that the advice we are giving is consistent with each client's goals, objectives, and risk tolerance.

Supervisory Contact Information: Con T. McDonald, President, The Wealth Group, LTD. Phone: 919-863-2355.

**Item 1 – Cover Page**

**JAMIE D. SLEDGE**  
**CRD #4078983**

**The Wealth Group, LTD.**

115 West State Avenue  
High Point, NC 27262  
(336) 889-3013

**Main Office**

100 E. Six Forks Road, Suite 200  
Raleigh, North Carolina 27609  
(919) 865-1924  
[03-29-2024]

**This Brochure Supplement provides information about Jamie D. Sledge, and it is an addendum to The Wealth Group, Ltd.'s Brochure. You should have received a copy of that Brochure. Please contact Dawn Leonard at 919.863.2381 if you did not receive The Wealth Group, Ltd.'s Brochure or if you have any questions about the contents of this supplement. Additional information about Jamie D. Sledge is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

**Item 2 – Educational Background and Business Experience**

Jamie D. Sledge, Investment Adviser Representative

Year of Birth: 1970

Education: University of North Carolina at Charlotte  
B.S., Accounting, May, 1992

Business Background:

Sledge and Company, PLLC  
CPA/Managing Partner  
5/1992 – Present

High Point, NC



**Item 5 – Additional Compensation**

No reportable additional compensation.

**Item 6 – Supervision**

With respect to investment management, Mr. Sledge works under the direction of Mr. Con McDonald, President of The Wealth Group, Ltd. Under this direction, Mr. Sledge refers clients to Mr. McDonald, who, together with his in house team, performs analysis and disseminates information to clients that is consistent with the Firm's investment strategy, as outlined in Section 8A the Form ADV Part 2A. Mr. Sledge will personally manage some client portfolios subject to the supervision of the Chief Compliance Officer.

Additionally, our firm works closely with clients to ensure that the advice we are giving is consistent with each client's goals, objectives, and risk tolerance.

Supervisory Contact Information: Con T. McDonald, President, The Wealth Group, Ltd. Phone: 919-863-2355.

**Item 1 – Cover Page**

**W. CHAD CARRICK**  
**CRD #5728615**

**The Wealth Group, LTD.**

115 West State Avenue  
High Point, NC 27262  
(336) 889-3013

**Main Office**

100 E. Six Forks Road, Suite 200  
Raleigh, North Carolina 27609  
(919) 865-1924  
[03-29-2024]

**This Brochure Supplement provides information about W. Chad Carrick, and it is an addendum to The Wealth Group, Ltd.'s Brochure. You should have received a copy of that Brochure. Please contact Dawn Leonard at 919.863.2381 if you did not receive The Wealth Group, Ltd.'s Brochure or if you have any questions about the contents of this supplement.**

**Additional information about W. Chad Carrick is available on the SEC's website at**

**[www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

**Item 2 – Educational Background and Business Experience**

W. Chad Carrick, Investment Adviser Representative

Year of Birth: 1970

Education: University of North Carolina at Greensboro  
M.S., Accounting and Taxation, 1998

High Point University, High Point, NC  
B.S., Accounting, 1995

Business Background:

Sledge and Company, PLLC  
CPA/ Partner  
5/1997 – Present

High Point, NC





**Item 5 – Additional Compensation**

No reportable additional compensation.

**Item 6 – Supervision**

With respect to investment management, Mr. Carrick works under the direction of Mr. Con McDonald, President of The Wealth Group, LTD. Under this direction, Mr. Carrick refers clients to Mr. McDonald, who, together with his in house team, performs analysis and disseminates information to clients that is consistent with the Firm's investment strategy, as outlined in Section 8A the Form ADV Part 2A. Mr. Carrick will personally manage some client portfolios subject to the supervision of the Chief Compliance Officer.

Additionally, our firm works closely with clients to ensure that the advice we are giving is consistent with each client's goals, objectives, and risk tolerance.

Supervisory Contact Information: Con T. McDonald, President, The Wealth Group, LTD. Phone: 919-863-2355.

**Item 1 – Cover Page**

**JUSTIN D. SLEDGE**  
**CRD #7498795**

**The Wealth Group, LTD.**

115 West State Avenue  
High Point, NC 27262  
(336) 889-3013

**Main Office**

100 E. Six Forks Road, Suite 200  
Raleigh, North Carolina 27609  
(919) 865-1924  
[03-29-2024]

**This Brochure Supplement provides information about Justin D. Sledge, and it is an addendum to The Wealth Group, Ltd.’s Brochure. You should have received a copy of that Brochure. Please contact Dawn Leonard at 919.863.2381 if you did not receive The Wealth Group, Ltd.’s Brochure or if you have any questions about the contents of this supplement. Additional information about Justin D. Sledge is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

**Item 2 – Educational Background and Business Experience**

Justin D. Sledge, Investment Adviser Representative

Year of Birth: 2000

Education: University of North Carolina at Charlotte  
B.S., Accounting

University of North Carolina at Greensboro  
Masters - Accounting

Business Background:

The Wealth Group, Ltd.  
Investment Adviser Representative  
2/2024 – Present

Raleigh, NC

Sledge and Company Wealth Advisors, LLC    High Point, NC  
Staff  
1/2022 – Present

Capital Investment Companies  
Insurance Agent  
5/2022 – Present

University of North Carolina at Charlotte      Charlotte, NC  
Student  
8/2018 – 01/2021

Imago Dei Soccer  
Coach  
1/2017 -07/2018

### Item 3 – Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to Mr. Sledge.

## Item 4 – Other Business Activities

Mr. Sledge is a life insurance agent through Capital Investment Companies. He sells life insurance products. The receipt of commissions and/or premiums presents a conflict of interest by giving Mr. Sledge an incentive to recommend insurance based on compensation rather than the client's needs. The Wealth Group, Ltd. has taken several proactive steps to alleviate this conflict of interest. The firm has adopted a Code of Ethics, which comprehensively addresses conflicts of interests and fiduciary responsibilities. All money management compensation is based on a percentage of assets under management. Client has the discretion on the broker/agent and financial firm to utilize in implementing recommendations.

Mr. Sledge is a staff member with Sledge and Company Wealth Advisors, LLC. In this role, he may provide conduct office activities as well as provide investment advisory services through The Wealth Group, Ltd.

## Item 5 – Additional Compensation

No reportable additional compensation.

## Item 6 – Supervision

With respect to investment management, Mr. Sledge works under the direction of Mr. Con McDonald, President of The Wealth Group, Ltd. Under this direction, Mr. Sledge refers clients to

Mr. McDonald, who, together with his in house team, performs analysis and disseminates information to clients that is consistent with the Firm's investment strategy, as outlined in Section 8A the Form ADV Part 2A. Mr. Sledge will personally manage some client portfolios subject to the supervision of the Chief Compliance Officer.

Additionally, our firm works closely with clients to ensure that the advice we are giving is consistent with each client's goals, objectives, and risk tolerance.

Supervisory Contact Information: Con T. McDonald, President, The Wealth Group, Ltd. Phone: 919-863-2355.

#### **Item 1 – Cover Page**

**JAMES C. PARKER**  
**CRD #4026477**

**The Wealth Group, LTD.**

210 Malloy Street, Suite 1

Goldsboro, NC 27534

(919) 778-7878

**Main Office**

100 E. Six Forks Road, Suite 200

Raleigh, North Carolina 27609

(919) 865-1924

[03-29-2024]

**This Brochure Supplement provides information about James C. Parker, and it is an addendum to The Wealth Group, Ltd.'s Brochure. You should have received a copy of that Brochure. Please contact Dawn Leonard at 919.863.2381 if you did not receive The Wealth Group, Ltd.'s Brochure or if you have any questions about the contents of this supplement.**

**Additional information about James C. Parker is available on the SEC's website at**

**[www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)**.

#### **Item 2 – Educational Background and Business Experience**

James C. Parker, Investment Adviser Representative

Year of Birth: 1951

Education:

University of North Carolina at Chapel Hill  
B.S., Business Administration and Accounting, 1973

Business Background:

Parker and Parker, PA CPA/ Owner 5/1976 – Present	Goldsboro, NC
The Wealth Group, Ltd. Investment Adviser Representative 5/2011 – Present	Raleigh, NC
Capital Investment Group, Inc. Registered Representative 9/1999 – Present	Raleigh, NC
KS Bancorp, Inc. Chairman of the Board 1/1997 - Present	Goldsboro, NC
CIC Advisors Investment Adviser Representative 9/1999 – 5/2011	Raleigh, NC
Wayne Memorial Hospital Board of Directors 1/2012 – Present	Goldsboro, NC
Physicians Financial Services, Inc. Investment Adviser Representative 03/2017 - Present	Raleigh, NC

**Item 3 – Disciplinary Information**

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to Mr. Parker.

#### **Item 4 – Other Business Activities**

Mr. Parker serves as an Investment Adviser Representative for Physicians Financial Services, Inc., a registered investment advisory firm. He receives investment advisory fees from clients who are managed through Physicians Financial Services, Inc. He is also a Registered Representative of Capital Investment Group, Inc., which is registered with the Financial Industry Regulatory Authority (FINRA), SEC, MSRB and applicable states. His status as a registered representative with Capital Investment Group allows him to establish broker accounts and effect securities transactions for compensation, payment of which is based upon the published schedule of compensation for securities sales made through Capital Investment Group, Inc. He also receives investment advisory fees from clients who are managed through and Physicians Financial Services, Inc.

The receipt of commissions presents a conflict of interest by giving Mr. Parker an incentive to recommend investments and/or insurance based on compensation rather than the client's needs. The Wealth Group, Ltd. has taken several proactive steps to alleviate this conflict of interest. The firm has adopted a Code of Ethics, which comprehensively addresses conflicts of interests and fiduciary responsibilities. Mr. Parker and The Wealth Group, Ltd. do not receive commissions on any money management transactions through the custodian. All money management compensation is based on a percentage of assets under management. Client also has the discretion on the broker/agent and financial firm to utilize in implementing recommendations.

Mr. Parker is a Certified Public Account and a Partner in a CPA firm, Parker & Parker, P.A.. Mr. Parker's accounting services represent his primary occupation and source of income.

Mr. Parker also owns a one percent interest in KS Bancorp, Inc. and is Chairman of the Board.

#### **Item 5 – Additional Compensation**

No reportable additional compensation.

#### **Item 6 – Supervision**

With respect to investment management, Mr. Parker works under the direction of Mr. Con McDonald, President of The Wealth Group, LTD. Under this direction, Mr. Parker refers clients to Mr. McDonald, who, together with his in house team, performs analysis and disseminates information to clients that is consistent with the Firm's investment strategy, as outlined in Section 8A the Form ADV Part 2A.

Additionally, our firm works closely with clients to ensure that the advice we are giving is consistent with each client's goals, objectives, and risk tolerance.

Supervisory Contact Information: Con T. McDonald, President, The Wealth Group, LTD. Phone: 919-863-2355.

**Item 1 – Cover Page**

**LEONARD R. CREECH, JR.**  
**CRD #4086445**

**The Wealth Group, LTD.**

4161 Ferwood Trail  
Oxford, NC 27565  
(919) 693-7016

**Main Office**

100 E. Six Forks Road, Suite 200  
Raleigh, North Carolina 27609  
(919) 865-1924  
[03-30-2023]

**This Brochure Supplement provides information about Leonard R. Creech, Jr., and it is an addendum to The Wealth Group, Ltd.’s Brochure. You should have received a copy of that Brochure. Please contact Dawn Leonard at 919.863.2381 if you did not receive The Wealth Group, Ltd.’s Brochure or if you have any questions about the contents of this supplement. Additional information about Leonard R. Creech, Jr. is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

**Item 2 – Educational Background and Business Experience**

Leonard R. Creech, Investment Adviser Representative

Year of Birth: 1942

Education:

Barton College, Wilson, NC  
B.S., Accounting, 1966

Business Background:

Winston, Williams, Creech  
CPA  
6/1995 – 6/2011

Oxford, NC



The Wealth Group, LTD. Investment Adviser Representative 5/2011 – Present	Raleigh, NC
Capital Investment Group, Inc. Registered Representative 11/1999 – 3/2021	Raleigh, NC
Capital Investment Advisory Services Investment Adviser Representative 6/2006 – 5/2011	Raleigh, NC

### **Item 3 – Disciplinary Information**

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to Mr. Creech.

### **Item 4 – Other Business Activities**

Mr. Creech has no other business activities.

### **Item 5 – Additional Compensation**

No reportable additional compensation.

### **Item 6 – Supervision**

With respect to investment management, Mr. Creech works under the direction of Mr. Con McDonald, President of The Wealth Group, LTD. Under this direction, Mr. Creech refers clients to Mr. McDonald, who, together with his in house team, performs analysis and disseminates information to clients that is consistent with the Firm’s investment strategy, as outlined in Section 8A the Form ADV Part 2A.

Additionally, our firm works closely with clients to ensure that the advice we are giving is consistent with each client’s goals, objectives, and risk tolerance.

Supervisory Contact Information: Con T. McDonald, President, The Wealth Group, LTD. Phone: 919-863-2355.

### **Item 7 – Requirements for State Registered Investment Advisers**

Mr. Creech has not been found liable in any arbitration claim alleging damages in excess of \$2,500, liable in a civil, self-regulatory organization or administrative proceeding.

Mr. Creech has not been the subject of a bankruptcy petition.