

KWAG Annual FORM CRS; ADV Part 3: 2024

ITEM 1 – INTRODUCTION

Kiely Wealth Advisory Group, Inc. (“KWAG”, “we”, “us” or “our”) is an investment advisory firm registered with the Securities Exchange Commission (“SEC”). Investment advisory services and fee-only structures differ from that of a registered broker-dealer, and it is important that you understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS). The site also provides educational materials about broker-dealers, investment advisors and investing.

ITEM 2 -RELATIONSHIPS AND SERVICES

What investment services and advice can you provide me?

Kiely Wealth Advisory Group, Inc. (“KWAG” or “we”) provides investment advisory services to individually managed accounts for individuals and/or institutional clients (each a “Client” and collectively, the “Clients”). KWAG offers wealth management services which generally include the management of investment portfolios. We typically provide discretionary advisory services on a *fee-only* basis. These types of clients range from retirement plans, pension and profit sharing plans, trusts and estates, charitable organizations, corporations and other business entities. When KWAG provides its investment advisory services to clients, these services are completed as recommendations to the client. If requested by the client, KWAG may recommend the services of other professionals for implementation purposes. The client retains absolute discretion over all such recommendation decisions and is free to accept or reject any recommendation from KWAG and should notify their advisor immediately if such situations arise.

When we provide discretionary investment management services, we shall monitor, on a continuous basis, the investments in the accounts over which we have discretionary authority as part of our investment management services. Furthermore, when you sign our management agreement and engage on a discretionary basis, we shall have the authority, without prior consultation with you (unless you impose restrictions on our discretionary authority), to buy, sell, trade and allocate the investments within your account(s) consistent with your investment objectives. Our discretionary authority over your account(s) shall continue until our engagement is terminated. KWAG primarily invests clients’ assets among mutual funds and exchange-traded funds (“ETFs”). KWAG may also give discretionary investment advice to clients relative to individual employer-sponsored retirement plans, variable life/annuity’s or other products that may not be held by the client’s primary custodian.

KWAG generally requires a \$100,000 minimum account value for full investment supervisory services. Hourly fees are charged for other than full management services and will be determined by the advisor. All fees and account minimums are negotiable. **Additional Information:** For more detailed information about our *Advisory Business* and the *Types of Clients* we generally service, please see Items 4 and 7, respectively in our [ADV Part 2A](#).

Conversation Starters: *Given my financial situation, should I choose an investment advisor 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 qualification? What do these qualifications mean?*

ITEM 3 – FEES, COSTS, CONFLICTS, AND STANDARD OF CONDUCT

What Fees will I pay?

KWAG is a fee-only investment advisory firm. We provide investment advisory services billed on an annual fee-only schedule. The KWAG management fee is deducted quarterly in arrears and based upon the market value of the assets being managed by KWAG on the last business day of the quarterly billing period. Each client’s bill will vary depending on the size of the clients’ portfolio. A copy of our Fee Schedule can be found in our ADV Part 2, under Item 5.

Other Fees and Costs: Your investment assets will be held with a qualified custodian. KWAG generally recommends that Charles Schwab (CS) serve as the broker-dealer/custodian for client investment management assets. CS may charge transaction fees for effecting securities transactions. In addition to KWAG investment advisory fee, the client may also incur certain charges imposed by other third parties, such as custodians, mutual fund companies, banks

and other financial institutions. These additional charges may include securities transaction fees (i.e., mutual funds exchange traded funds, individual equity and fixed income securities, etc.), fund management fees and 12-b1 fees, and charges imposed directly by a mutual funds or ETF in a client's account, as disclosed in the fund's prospectus. KWAG receives no portion of these additional fees and expenses. Clients are provided, at least monthly, with statement and trade confirmation notices directly from the custodian (CS). Clients are also provided with a KWAG quarterly statement and performance report showing quarter and year-to-date performance.

Additional Information: We do not accept performance-based fees. For more detailed information about our *fees and costs related to our management of your account and other services*, please see Items 5 and 12 in our ADV Part 2A.

Conversation Starters: *Help me understand how these fees and costs might affect my investments. If I give you \$100,000 to invest, how much will go to fees and cost, and how much will be invested for me?*

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

When we act as your investment advisor, we are held to an ethical standard and a fiduciary duty to always put your interest before our own. At the same time, managing money has the potential to create conflicts of interests. To this effect, we have created and implemented a standard of conduct (code of ethics) and contract for all employees of KWAG to follow. You should understand and ask us about these conflicts and how they can affect the investment advice we provide you. They are also detailed for you in our ADV Part 2A and our KWAG Code of Ethics Manual. Below is an example to help you understand what this means:

Conversation Starters: *How might your conflicts of interest affect me, and how will you address them?*

Additional Information: For more detailed information, please see item 11 (Code of Ethics) in our ADV Part 2A. You may also request a copy of our Code of Ethics.

How do your financial professionals make money?

KWAG investment advisors are compensated through a percentage of the annual management fee charged to each client. KWAG advisors do not make commissions or kickbacks based on the products they recommend. KWAG does not receive, directly or indirectly, compensation from other services that it recommends for its clients. You should discuss your financial professional's compensation directly with your investment advisor. For any information on *how our investment advisors are compensated*, please review the disclosures in our ADV Part 2A Items 5 & 14.

ITEM 4 – DISCIPLINARY HISTORY

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

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of KWAG or the integrity of KWAG's management. Within the past 10 years, there have been no disciplinary actions or legal actions among the financial professionals at KWAG or KWAG as an entity.

We encourage you to visit www.investor.gov/CRS to research our firm and our financial professionals.

Conversation Starters: *As a financial professional, do you have any disciplinary history? If so, for what type of conduct?*

ITEM 5 – ADDITIONAL INFORMATION

Additional information about KWAG is available on the SEC's website at www.adviserinfo.sec.gov. You may contact our Chief Compliance Officer, Kathryn Miceli at any time to request a current copy of our ADV Part 2A or our relationship summary. Our Chief Compliance Officer may also be reached by phone: (252)439-1888.

Conversation Starters: *Who is my primary advisor? Is he or she a representative of an investment adviser or broker-dealer? Who can I talk to if I have concerns about how this person is treating me?*