

## **Rookwood Wealth Management LLC**

### **Client Relationship Summary - April 29, 2024**

Rookwood Wealth Management LLC (“RWM”) is registered with the Securities and Exchange Commission (“SEC”) as an investment advisor. Brokerage and advisory services and fees differ, 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), which also provides educational materials about broker-dealers, investment advisers, and investing.

#### **What investment services and advice can you provide to me?**

RWM provides investment advisory services to *retail investors*, whether individuals, a family, or a family group. RWM generally only manages assets on a “discretionary” basis, meaning you grant RWM the authority to determine the securities or other assets to purchase or sell in each account. This discretion will remain in effect unless revoked in writing. RWM will work with you to define your investment objectives, limitations, and restrictions and those will be recorded in your personal Investment Policy Statement. RWM will monitor your managed account on a periodic basis as part of its standard service and will purchase and sell assets in your account consistent with your Policy Statement. You will receive monthly statements showing all activity in your account for the period covered by that statement. RWM investments consist mainly of stocks, bonds, mutual funds, and exchange traded funds. RWM does not purchase nor provide advice on proprietary investment products, or other non-traditional investments like leveraged derivatives, and does not participate in fee wrap programs. Additional, in-depth information regarding our investment advisory services is discussed in Form ADV, Part 2A, brochure (Items 4 and 7 of Part 2A or Items 4.A. and 5 of Part 2A Appendix 1). You can read and/or download RWM’s Brochure at: <https://adviserinfo.sec.gov/firm/brochure/143983>

RWM requires you to sign an Investment Advisory Agreement authorizing RWM to provide the services discussed above. This agreement can be revoked by either party, in writing, at any time, and RWM will refund any unused fees per the Agreement. RWM has an account minimum of \$1 million for investment advisory accounts, but RWM reserves the right to accept smaller accounts at its discretion.

#### **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?

#### **What fees will I pay?**

RWM charges a percentage of assets under management, including cash, for its services. RWM’s fees are listed in Items 5 and 6 of RWM’s Brochure (available at the link highlighted above) and are set forth in your Investment Advisory Agreement. RWM’s fees are calculated and paid quarterly, based on the market value of each account at the end of the prior month, with all fees being deducted from the account in advance. There is an inverse relationship between the assets under management and the percentage charged; when the assets under management reach the next higher tier, the percentage that RWM charges goes down. By charging a fee based on the assets under management for each client, as the assets in each account grows, whether by appreciation or by the client placing more assets in their account, the more a client will pay in fees. This means that RWM has an incentive to encourage a client to increase the assets in the account. But, by contrast, the client also pays a lower percentage fee as client assets reaches the next upper tier.

In addition to RWM’s advisory fees, clients are also responsible for the fees and expenses charged by custodians and broker dealers, including commissions and any other trade related fees. Clients investing in mutual funds/index funds/exchanged traded funds will pay RWM’s percentage fee for those assets, as well as all of the management/operating fees charged within those types of investment vehicles and any taxes or fees required by federal or state law. RWM does not sponsor or participate in any wrap fee program.

You will pay fees and costs whether you make or lose money on our investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying. For additional information, please see RWM's Brochure ADV Part 2A, Item 5.

### Conversation Starters:

Help me to understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?

## **What are your legal obligations to me when acting as my investment adviser? How else does your firm make money, and what conflicts of interest do you have?**

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 to you.

As discussed below, RWM pays its sole portfolio manager(s) based on the value of client assets. This creates a potential conflict of interest. For instance, instead of working to increase the value of client assets, a portfolio manager could also increase their income by convincing their clients to place additional assets in their RWM accounts. Each client that does this will pay more in fees to RWM. Due to this, both RWM and the portfolio manager have an incentive to encourage you to increase the assets in your account. RWM also sometimes invests in proprietary mutual funds and does use a specific custodian. In return, RWM receives various benefits and services, including free analysts' recommendations and other investing information. This creates a potential conflict of interest because other mutual funds and other custodians may have lower fees. RWM's Brochure has more information, including Items 5, 10, 12, and 14, as does Item 5 of the Individual Brochure (Form ADV Part 2B Brochure Supplement) at the same location as RWM's Brochure.

### Conversation Starters:

How might your conflicts of interest affect me? How will you address them?

## **How do your financial professionals make money?**

A RWM portfolio manager is paid a percentage of the amount of Client assets they manage. As a result, a RWM portfolio manager's income increases and decreases as Client asset increase and decrease. RWM believes this compensation method is consistent with a Client's expectations to make money in their account(s) over the long run. No RWM employee earns any additional income by making trades in any account and has no incentive to do so.

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

No. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/crs).

### Conversation Starters:

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

## **Additional Information.**

For additional information about our investment advisory services and/or to request a copy of our Form CRS, Brochure, or Individual Supplement, please call 513-871-7815 or email [mark@rookwood.biz](mailto:mark@rookwood.biz).

### Conversation Starters:

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