

# FINANCIAL DESIGNS

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## W E A L T H

Form CRS  
March 12, 2024

### Item 1: Introduction

Financial Designs Wealth Management LLC ("FD Wealth") is an investment adviser registered with the Securities and Exchange Commission ("SEC"). FD Wealth provides advisory accounts and services. Investment advisory services and fees differ from brokerage accounts and services, and it is important for you to understand these differences. This document gives you a summary of the types of services we provide retail clients and how you pay for them. Free and simple tools are available to research firms and financial professionals at <https://www.investor.gov/CRS>, which also provides educational materials about investment advisors, brokers, and investing.

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

We offer investment advisory services to retail clients who are: individuals, high-net-worth individuals, trusts, estates and corporate structures and retirement plan sponsors. Our services include an asset allocation and portfolio construction strategy that includes individual stocks, bonds, exchange traded funds, mutual funds, the selection of third-party money managers, and Separately Managed Accounts (SMAs). As an independently owned advisor, FD Wealth Management has an open architecture that allows us access to a wide range of investment products. Clients should be aware that other firms may provide advice on a wider or more limited range of choices and at a higher or lower cost. We require a \$250,000 account minimum and manage your account on a discretionary or non-discretionary basis. In a discretionary arrangement, FD Wealth Management has discretion over the selection and amount of securities to be bought or sold in client accounts, subject to specified investment objectives, guidelines, or limitations set forth by each client. In a non-discretionary account arrangement, the client must approve each of our recommendations and make the ultimate decision regarding the purchase or sale of investments. We monitor client accounts on an ongoing basis to ensure the performance and investment strategy remains aligned with the client's stated investment goals and objectives. For additional information, please refer to Items 4 and 7 of our Form ADV, Part 2A Brochure available at the SEC's website, [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov), or by contacting us.

#### 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?**

### Item 3: Fees, Costs, Conflicts and Standard of Conduct

#### What fees will I pay?

FD Wealth M charges a quarterly asset-based fee that is dependent on the value of the assets we manage. The more assets in your account, the more you will pay in fees and therefore we may have an incentive to encourage you to increase the assets in your account. You will generally pay additional fees related to having brokerage account at the custodian that holds your assets. These fees typically include custodial fees, brokerage commissions, transaction fees, fees charged by third party managers, and other transactional or product-level fees. You will pay fees and costs whether you make or lose money on your 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 about fees and costs, please refer to the Form ADV, Part 2A Brochure Item 5.

#### Conversation Starters- Ask your financial professional:

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

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

When we act as your investment advisor, we are required to act in your best interest at all times 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 affect the recommendations, we provide you. Here are some examples to help you understand what they mean. As noted above, we have an incentive to recommend adding assets to any account that we manage because this increases the asset-based fee clients pay us. When clients purchase or exchange a commission free annuity from DPL to be managed by FD Wealth, we benefit from increased assets under management and a higher management fee. One of our financial professionals is a licensed insurance agent, and registered representative of The Leaders Group, Inc. an unaffiliated FINRA registered broker-dealer. In this capacity, he receives commission-based compensation. This is separate from FD Wealth's advisory business and fees and poses a conflict of interest because he has an incentive to recommend brokerage and insurance products in order to receive commissions. Clients are under no obligation to purchase insurance or securities products from a particular brokerage firm, insurance company, or service provider. We manage these conflicts through disclosure, so that clients can make an informed decision and through policies and procedures which require us to act in the client's best interests.

Our relationship with our affiliate Financial Designs Inc., d/b/a FD National, an independent insurance agency and with other unaffiliated external service providers is material to our business. We have an administrative services arrangement with FD National. We receive economic benefits from this arrangement. From time to time, FD Wealth receives client referrals from its affiliate FD National, or may refer clients to FD National. Although no direct compensation is paid or received for the referral, each affiliate benefits from additional business generated by the referral. Clients are not obligated to use the services of FD National and may select a different benefits or insurance provider.

FD Wealth has a sub advisory and service agreement with Dynamic Advisors Solutions, LLC ("Dynamic") an unaffiliated SEC registered investment advisor. The arrangement with Dynamic provides that a portion of the total management fee clients pay FD Wealth for advisory services is allocated to Dynamic to provide FD Wealth with customized portfolios, and access to its custodian and clearing platforms, research, marketing, and administrative support. This arrangement poses a conflict because FD Wealth may be incentivized to recommend Dynamic in order to receive economic benefits from its service agreement with Dynamic.

We do not charge performance-based fees, or offer proprietary products, engage in principal trading, receive third party payments, or have "soft dollar," or revenue sharing arrangements. We do not receive compensation from third party subadvisors, or have undisclosed business arrangements with third-party subadvisors, or other third parties. For a discussion of any actual or potential conflicts of interest, please refer to our Form ADV, Part 2A Brochure Items 5, 10, 12 and 14.

**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 are compensated through salary and a discretionary bonus. Some of our financial professionals are insurance licensed. One of our financial professionals also conducts commission-based brokerage and insurance business and receives commissions-based compensation.

**Item 4: Disciplinary History**

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

No for our Firm and yes, for one of our financial professionals. Please visit [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) for a free and simple search tool to research us and our financial professionals. Also refer to the Form ADV Part 2B Brochure Supplement for additional information regarding our financial professional's experience, qualifications, and details of any disciplinary history.

**Ask your financial professional:**

- **Do you have any disciplinary history? For what type of conduct?**

**Item 5: Additional Information**

For additional information about our investment advisory services, or for any questions or concerns, please contact: Jennifer Valdes, Chief Compliance Officer at 786-388-0030, email: [jennifer@fdwealth.net](mailto:jennifer@fdwealth.net).

**Ask your financial professional:**

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



Amended Form CRS (Client Relationship Summary)

Form ADV Part 3

March 12, 2024

### SUMMARY OF MATERIAL CHANGES

We made formatting and editing changes to our Form CRS and removed references to an arrangement with an unaffiliated service provider.

We will provide a summary of material changes and an updated Relationship Summary in a written communication to our clients within 60 days. Furthermore, we will provide our clients with other interim disclosures about material changes, as necessary.

You can find additional information about our investment advisory services by visiting [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov), or by visiting our website [www.financialdesignswealth.com](http://www.financialdesignswealth.com). You can also request up to date information, a copy of our Client Relationship Summary, or inquire as to any material changes by contacting us at: 786-388-0030, email: [jennifer@fdwealth.net](mailto:jennifer@fdwealth.net).