

MONTEREY PRIVATE WEALTH, INC.

ADV Part 2A, Firm Brochure Dated: November 14, 2018

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This brochure provides information about the qualifications and business practices of Monterey Private Wealth, Inc. If you have any questions about the contents of this brochure, please contact us at (831) 372-3426 or gary@montereypw.com. 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.

Additional information about Monterey Private Wealth, Inc. also is available on the SEC's website at www.adviserinfo.sec.gov.

References herein to Monterey Private Wealth, Inc. as a "registered investment adviser" or any reference to being "registered" does not imply a certain level of skill or training.

Item 2 Material Changes

There have been no material changes made to Monterey Private Wealth, Inc.’s disclosure statement since the firm’s most recent Annual Amendment filing on March 29, 2018. Although not material, this disclosure statement has been revised at Items 4 and 5 to discuss Monterey Private Wealth, Inc.’s Retirement Plan Services and related fees.

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Item 4 Advisory Business

- A. Monterey Private Wealth, Inc. (“MPW”) is a corporation formed under the laws of the State of California on June 4, 2001. MPW underwent a merger in 2011 whereby Willow Ridge Capital Advisers, Inc. and Petersen & Ramistella merged in to one advisory practice. MPW is principally owned by Kenneth B. Petersen, Gary E.D. Alt, and Steven C. Merrell.
- B. As discussed below, MPW offers to its clients (individuals, high net worth individuals, pension and profit sharing plans, trusts, estates, charitable organizations, businesses, etc.) investment advisory services, financial planning and consulting services, and retirement plan consulting services.

INVESTMENT ADVISORY SERVICES

The client can engage MPW to provide discretionary and/or non-discretionary investment advisory services on a *fee* basis. MPW’s annual investment advisory fee is based upon a percentage (%) of the market value of the assets placed under MPW’s management. Before engaging MPW to provide investment advisory services, clients are required to enter into an *Investment Advisory Agreement* with MPW setting forth the terms and conditions of the engagement (including termination), describing the scope of the services to be provided, and the fee that is due from the client.

MPW’s annual investment advisory fee shall include investment advisory services, and general financial advice. In the event that the client requires financial planning and/or consultation services (to be determined in the sole discretion of MPW), MPW may determine to charge for such additional services pursuant to a stand-alone *Financial Planning Agreement* (see below).

MPW provides investment advisory services specific to the needs of each client. Before providing investment advisory services, an investment adviser representative will ascertain each client’s investment objectives. Then, MPW will allocate and/or recommend that the client allocate investment assets consistent with the designated investment objectives. MPW generally allocates or recommends that clients allocate investment assets among: exchange-listed securities, mutual fund shares, corporate debt, exchange traded funds (“ETFs”), structured notes and US government securities on a discretionary and/or non-discretionary basis in accordance with the client’s designated investment objective(s). Once allocated, MPW provides ongoing monitoring and review of account performance, asset allocation and client investment objectives.

FINANCIAL PLANNING AND CONSULTING SERVICES (STAND-ALONE)

MPW may also provide financial planning and/or consulting services (including investment and non-investment related matters, including estate planning, insurance planning, etc.) on a stand-alone separate fee basis.

Before engaging MPW to provide stand-alone planning or consulting services, clients are required to enter into a *Financial Planning and Consulting Agreement* with MPW setting forth the terms and conditions of the engagement (including termination), describing the scope of the services to be provided, and the portion of the fee that is due from the client before MPW commences services. If requested by the client, MPW may recommend the services of other professionals for implementation purposes, including one of MPW’s principals in their separate individual licensed capacities as a registered tax return preparer (*See* disclosure below). The client is under no obligation to engage the services of any such

recommended professional. The client retains absolute discretion over all such implementation decisions and is free to accept or reject any recommendation from MPW. **Please Note:** If the client engages any such recommended professional, and a dispute arises thereafter relative to such engagement, the client agrees to seek recourse exclusively from and against the engaged professional. **Please Also Note:** It remains the client's responsibility to promptly notify MPW if there is ever any change in his/her/its financial situation or investment objectives for the purpose of reviewing/evaluating/revising MPW's previous recommendations and/or services.

RETIREMENT PLAN SERVICES

MPW provides retirement plan consulting services, pursuant to which it assists sponsors of self-directed retirement plans with the selection and/or monitoring of investment alternatives (generally open-end mutual funds) from which plan participants shall choose in self-directing the investments for their individual plan retirement accounts. If requested by the plan sponsor, MPW may also include discretionary trading models within the selection of investment alternatives of a retirement plan lineup. In addition, to the extent requested by the plan sponsor, MPW shall also provide participant education designed to assist participants in identifying the appropriate investment strategy for their retirement plan accounts. The terms and conditions of the engagement shall generally be set forth in a *Retirement Plan Consulting Agreement* between MPW and the plan sponsor.

MPW may also provide discretionary and/or non-discretionary investment management to pooled retirement plans, in accordance with the plan's designated investment objectives. Before engaging MPW to provide investment advisory services, clients are required to enter into an *Investment Advisory Agreement* with MPW setting forth the terms and conditions of the engagement (including termination), describing the scope of the services to be provided, and the fee that is due from the client.

MISCELLANEOUS

Client Obligations. In performing its services, MPW shall not be required to verify any information received from the client or from the client's other designated professionals, and is expressly authorized to rely thereon. Moreover, each client is advised that it remains their responsibility to promptly notify MPW if there is ever any change in their financial situation or investment objectives for the purpose of reviewing/evaluating/revising MPW's previous recommendations and/or services.

Non-Discretionary Service Limitations. Clients that determine to engage MPW on a non-discretionary investment advisory basis **must be willing to accept** that MPW cannot effect any account transactions without obtaining prior consent to such transaction(s) from the client. Thus, in the event that MPW would like to make a transaction for a client's account (including in the event of an individual holding or general market correction), and the client is unavailable, MPW will be unable to effect the account transaction(s) (as it would for its discretionary clients) without first obtaining the client's consent.

Use of Mutual Funds: While MPW may recommend allocating investment assets to mutual funds that are not available directly to the public, MPW may also recommend that clients allocate investment assets to publically-available mutual funds that the client could obtain without engaging MPW as an investment adviser. However, if a client or prospective client determines to allocate investment assets to publically-available mutual funds without

engaging MPW as an investment adviser, the client or prospective client would not receive the benefit of MPW's initial and ongoing investment advisory services. Other mutual funds, such as those issued by Dimensional Fund Advisors ("DFA"), are generally only available through registered investment advisers. MPW may allocate client investment assets to DFA mutual funds. Therefore, upon the termination of MPW's services to a client, restrictions regarding transferability and/or additional purchases of, or reallocation among DFA funds will apply. **MPW's Chief Compliance Officer, Gary Alt, remains available to address any questions that a client or prospective client may have regarding the above.**

Independent Managers. MPW may allocate a portion of a client's investment assets among unaffiliated independent investment managers ("Independent Manager(s)") in accordance with the client's designated investment objective(s). In such situations, the Independent Manager(s) will have day-to-day responsibility for the active discretionary management of the allocated assets. MPW will continue to render investment supervisory services to the client relative to the ongoing monitoring and review of account performance, asset allocation and client investment objectives. The factors MPW considers in recommending Independent Manager(s) include the client's designated investment objective(s), management style, performance, reputation, financial strength, reporting, pricing, and research. The investment management fee charged by the Independent Manager(s) is separate form, and in addition to, MPW's advisory fee as set forth in Item 5.

Account Aggregation Platform(s). MPW may provide its clients with access to certain online account aggregation platform(s). The platform(s) allows a client to view their complete asset allocation, including those assets that MPW does not manage (the "Excluded Assets"). MPW does not provide investment management, monitoring, or implementation services for the Excluded Assets. Therefore, MPW shall not be responsible for the investment performance of the Excluded Assets. Rather, the client and/or their advisor(s) that maintain management authority for the Excluded Assets, and not MPW, shall be exclusively responsible for such investment performance. The client may choose to engage MPW to manage some or all of the Excluded Assets pursuant to the terms and conditions of an Investment Advisory Agreement between MPW and the client. The platform(s) also provides access to other types of information, including financial planning concepts, which should not, in any manner whatsoever, be construed as services, advice, or recommendations provided by MPW. Finally, MPW shall not be held responsible for any adverse results a client may experience if the client engages in financial planning or other functions available on the platform(s) without MPW's assistance or oversight.

Please Note: Cash Positions. At any specific point in time, depending upon perceived or anticipated market conditions/events (there being **no guarantee** that such anticipated market conditions/events will occur), MPW may maintain cash positions for defensive purposes. All cash positions (money markets, etc) shall be included as part of assets under management for purposes of calculating MPW's advisory fee.

Retirement Rollovers-Potential for Conflict of Interest: A client or prospective client leaving an employer typically has four options regarding an existing retirement plan (and may engage in a combination of these options): (i) leave the money in the former employer's plan, if permitted, (ii) roll over the assets to the new employer's plan, if one is available and rollovers are permitted, (iii) roll over to an Individual Retirement Account ("IRA"), or (iv) cash out the account value (which could, depending upon the client's age,

result in adverse tax consequences). If MPW recommends that a client roll over their retirement plan assets into an account to be managed by MPW, such a recommendation creates a conflict of interest if MPW will earn an advisory fee on the rolled over assets. **No client is under any obligation to roll over retirement plan assets to an account managed by MPW. MPW's Chief Compliance Officer, Gary Alt, remains available to address any questions that a client or prospective client may have regarding the potential for conflict of interest presented by such rollover recommendation.**

ERISA / IRC Fiduciary Acknowledgment. If the client is: (i) a participant or beneficiary of a Plan subject to Title I of the Employee Retirement Income Security Act of 1974 ("ERISA") or described in section 4975(e)(1)(A) of the Internal Revenue Code, with authority to direct the investment of assets in his or her Plan account or to take a distribution; (ii) the beneficial owner of an IRA acting on behalf of the IRA; or (iii) a Retail Fiduciary with respect to a plan subject to Title I of ERISA or described in section 4975(e)(1)(A) of the Internal Revenue Code: then MPW represents that it and its representatives are fiduciaries under ERISA or the Internal Revenue Code, or both, with respect to any investment advice provided by MPW or its representatives or with respect to any investment recommendations regarding an ERISA Plan or participant or beneficiary account.

Please Note: Private/Alternative Investment Funds - The value(s) for all private investment funds owned by the client reflect either the initial purchase price and/or the most recent valuation provided by the fund sponsor. If the valuation reflects initial purchase price (and/or a value as of a previous date), please understand that the current value(s) (to the extent ascertainable) could be **significantly more or less** than original purchase price.

Portfolio Activity. MPW has a fiduciary duty to provide services consistent with the client's best interest. As part of its investment advisory services, MPW will review client portfolios on an ongoing basis to determine if any changes are necessary based upon various factors, including, but not limited to, investment performance, mutual fund manager tenure, style drift, and/or a change in the client's investment objective. Based upon these factors, there may be extended periods of time when MPW determines that changes to a client's portfolio are neither necessary nor prudent. Of course, as indicated below, there can be no assurance that investment decisions made by MPW will be profitable or equal any specific performance level(s).

Disclosure Statement. A copy of MPW's written Brochure as set forth on Part 2A of Form ADV shall be provided to each client before, or contemporaneously with, the execution of the *Investment Advisory Agreement*.

- C. MPW shall provide investment advisory services specific to the needs of each client. Before providing investment advisory services, an investment adviser representative will ascertain each client's investment objective(s). Thereafter, MPW shall allocate and/or recommend that the client allocate investment assets consistent with the designated investment objective(s). The client may, at anytime, impose reasonable restrictions, in writing, on MPW's services.
- D. MPW does not participate in a wrap fee program.
- E. As of September 30, 2018, MPW had \$500,895,423 in assets under management, of which MPW managed \$469,514,257 on a discretionary basis and \$31,381,166 on a non-discretionary basis.

Item 5 Fees and Compensation

A. INVESTMENT ADVISORY SERVICES

The client can engage MPW to provide discretionary and/or non-discretionary investment advisory services on a *fee* basis. MPW's negotiable annual investment advisory fee shall generally be based upon a percentage (%) of the market value and type of assets placed under MPW's management, between negotiable and 1.125% as follows:

<u>Market Value of Portfolio</u>	<u>Annual Fee %</u>
First \$1,000,000	1.125%
Next \$1,000,000	1.000%
Next \$3,000,000	0.750%
Next \$5,000,000	0.500%
The balance over \$10,000,000	Negotiable

As an illustrative example, a client subject to the above fee schedule placing \$1,500,000 under MPW's management would be subject to an annual fee of 1.125% on the first \$1,000,000 and an annual fee of 1.000% on the remaining \$500,000.

FINANCIAL PLANNING AND CONSULTING SERVICES (STAND-ALONE)

To the extent specifically requested by a client, MPW *may* determine to provide financial planning and/or consulting services (including investment and non-investment related matters, including estate planning, insurance planning, etc.) on a stand-alone fee basis. MPW's planning and consulting fees are negotiable, depending upon the level and scope of the service(s) required and the professional(s) rendering the service(s). MPW requires a retainer prior to beginning the planning process and requires the balance due upon delivery of the plan to the client.

RETIREMENT PLAN SERVICES

MPW's retirement plan services fees are negotiable and such fees can be charged on an asset-based, hourly, or fixed fee basis, or any combination thereof, in accordance with the terms of the client's *Retirement Plan Services Agreement*. **Please Note: Fee Differentials.** MPW shall generally price its retirement plan services based upon various objective and subjective factors. As a result, MPW's clients could pay diverse fees based upon the market value of the plan's assets, the complexity of the engagement, the level and scope of the overall investment advisory services to be rendered, negotiations, and other factors. As a result, similarly situated clients could pay diverse fees, and the services to be provided by MPW to any particular client could be available from other advisers at lower fees. All clients and prospective clients should be guided accordingly. **ANY QUESTIONS:** MPW's Chief Compliance Officer, Gary Alt, remains available to address any questions regarding Fee Differentials.

- B. Clients may elect to have MPW's advisory fees deducted from their custodial account. Both MPW's *Investment Advisory Agreement* and the custodial/clearing agreement may authorize the custodian to debit the account for the amount of MPW's investment advisory fee and to directly remit that management fee to MPW in compliance with regulatory procedures. In the limited event that MPW bills the client directly, payment is due upon receipt of MPW's invoice. For Investment Advisory Clients, MPW shall deduct fees and/or bill clients quarterly in advance, based upon the market value of the assets on the last business day of the previous quarter. For most 401(k) and profit sharing account, MPW shall deduct fees and/or bill clients quarterly in arrears, based upon the market value of the assets on the last business day of the previous quarter.

- C. As discussed below, unless the client directs otherwise or an individual client's circumstances require, MPW shall generally recommend that Schwab Institutional Charles Schwab & Co., Inc. ("*Schwab*") and TD Ameritrade Institutional ("*TD Ameritrade*") serve as the broker-dealer/custodian for client investment management assets. Broker-dealers such as *Schwab* and *TD Ameritrade* charge brokerage commissions and/or transaction fees for effecting certain securities transactions (i.e. transaction fees are charged for certain no-load mutual funds, commissions are charged for individual equity and fixed income securities transactions). In addition to MPW's investment management fee, brokerage commissions and/or transaction fees, clients will also incur, relative to all mutual fund and exchange traded fund purchases, charges imposed at the fund level (e.g. management fees and other fund expenses).
- D. MPW's annual investment advisory fee shall be prorated and paid quarterly in advance or arrears, as dictated by the terms of the client's *Investment Advisory Agreement*, based upon the market value of the assets on the last business day of the previous quarter.

The *Investment Advisory Agreement* between MPW and the client will continue in effect until terminated by either party by written notice in accordance with the terms of the *Investment Advisory Agreement*. For fees collected in advance, upon termination, MPW shall refund the client for the pro-rated portion of any advanced advisory fee based upon the number of days that services were provided during the billing quarter. For fees collected in arrears, upon termination, MPW shall debit the client account for a pro-rated amount of any fees earned but not yet paid.

- E. Neither MPW, nor its representatives accept compensation from the sale of securities or other investment products

Item 6 Performance-Based Fees and Side-by-Side Management

Neither MPW nor any supervised person of MPW accepts performance-based fees.

Item 7 Types of Clients

MPW's clients shall generally include individuals, high net worth individuals, pension and profit sharing plans, trusts, estates, charitable organizations, businesses, etc. MPW generally requires a minimum aggregate account value of \$1,000,000. MPW, in its sole discretion, may reduce its investment advisory fee and/or minimum aggregate account value based upon certain criteria (i.e. anticipated future earning capacity, anticipated future additional assets, familial relationship, dollar amount of assets to be managed, related accounts, account composition, etc.). **Please Note:** Similar advisory services may be available from other investment advisers for similar or lower fees. **ANY QUESTIONS: MPW's Chief Compliance Officer, Gary Alt, remains available to address any questions that a client or prospective client may have regarding the advisory fee schedule.**

Item 8 Methods of Analysis, Investment Strategies and Risk of Loss

A. MPW may utilize the following methods of security analysis:

- *Asset Allocation* – Rather than focusing primarily on securities selection, we attempt to identify an appropriate ratio of securities, fixed income, and cash suitable to the client's investment goals and risk tolerance. Asset allocation is the most important decision in portfolio construction. A risk of asset allocation is that the client may not participate in sharp increases in a particular security, industry or market sector. Another risk is that the ratio of securities, fixed income, and cash will change over time due to stock and market movements and, if not corrected, will no longer be appropriate for the client's goals.
- *Mutual Fund and/or ETF Analysis.* We look at the experience and track record of the manager of the mutual fund or ETF in an attempt to determine if that manager has demonstrated an ability to invest over a period of time and in different economic conditions. We also look at the underlying cost of a mutual fund or ETF. We also monitor the funds or ETFs in an attempt to determine if they are continuing to follow their stated investment strategy.

A risk of mutual fund and/or ETF analysis is that, as in all securities investments, past performance does not guarantee future results. A manager who has been successful may not be able to replicate that success in the future. In addition, as we do not control the underlying investments in a fund or ETF, managers of different funds held by the client may purchase the same security, increasing the risk to the client if that security were to fall in value. There is also a risk that a manager may deviate from the stated investment mandate or strategy of the fund or ETF, which could make the holding(s) less suitable for the client's portfolio.

- *Risks for all forms of analysis.* Our securities analysis methods rely on the assumption that the companies whose securities we purchase and sell, the rating agencies that review these securities, and other publicly-available sources of information about these securities, are providing accurate and unbiased data. While we are alert to indications that data may be incorrect, there is always a risk that our analysis may be compromised by inaccurate or misleading information.

MPW may utilize the following investment strategies when implementing investment advice given to clients:

In general, MPW will utilize Long Term Purchases (securities held at least a year) in a client's account, as we do not try to time the market. From time to time, Short Term Purchases (securities sold within a year) may be appropriate such as for tax-loss harvesting, or other needs or opportunities dictate. We generally do not engage in Trading (securities sold within thirty (30) days), but in rare events it may make sense to do so.

Please Note: Investment Risk. Investing in securities involves risk of loss that clients should be prepared to bear. Different types of investments involve varying degrees of risk, and it should not be assumed that future performance of any specific investment or investment strategy (including the investments and/or investment strategies recommended or undertaken by MPW) will be profitable or equal any specific performance level(s). **Please Also Note:** Investing in securities involves risk of loss that clients should be prepared to bear.

- B. MPW's methods of analysis and investment strategies do not present any significant or unusual risks.

However, every method of analysis has its own inherent risks. To perform an accurate market analysis MPW must have access to current/new market information. MPW has no control over the dissemination rate of market information; therefore, unbeknownst to MPW, certain analyses may be compiled with outdated market information, severely limiting the value of MPW's analysis. Furthermore, an accurate market analysis can only produce a forecast of the direction of market values. There can be no assurances that a forecasted change in market value will materialize into actionable and/or profitable investment opportunities.

MPW's primary investment strategies - Long Term Purchases, Short Term Purchases, and Trading—are fundamental investment strategies. However, every investment strategy has its own inherent risks and limitations. For example, longer term investment strategies require a longer investment time period to allow for the strategy to potentially develop. Shorter term investment strategies require a shorter investment time period to potentially develop but, as a result of more frequent trading, may incur higher transactional costs when compared to a longer term investment strategy. Trading, an investment strategy that requires the purchase and sale of securities within a thirty (30) day investment time period, involves a very short investment time period but will incur higher transaction costs when compared to a short term investment strategy and substantially higher transaction costs than a longer term investment strategy.

- C. MPW recommends asset allocations based on a particular client's: economic situation, liquidity needs, risk tolerance, proposed investment period, need for diversification, reliance upon current income, present and anticipated tax situation. MPW also considers historical yields, potential appreciation and marketability before making investment recommendations. MPW recommends and manages many types of asset allocations, including: exchange-listed securities, mutual fund shares, structured notes, corporate debt, ETFs and US government securities on a discretionary and/or non-discretionary basis in accordance with the client's designated investment objective(s).

Item 9 Disciplinary Information

MPW has not been the subject of any disciplinary actions.

Item 10 Other Financial Industry Activities and Affiliations

- A. Neither MPW, nor its representatives, are registered or have an application pending to register, as a broker-dealer or a registered representative of a broker-dealer.

Neither MPW, nor its representatives, are registered or have an application pending to register, as a futures commission merchant, commodity pool operator, a commodity trading advisor, or a representative of the foregoing.

- B. **Enrolled Agent:** MPW's Principal, Kenneth Petersen, in his individual capacity, is licensed by the Department of the Treasury as an Enrolled Agent. Enrolled Agents (EAs)

are federally licensed tax practitioners who have unlimited rights to represent taxpayers before the IRS. Although his tax experience and knowledge allows him to advise his wealth management clients on tax consequences of investment and retirement planning decisions, he does not accept tax preparation clients of his own. He began phasing out of tax preparation in 2003 and completed the phase out on December 31, 2015. Kenneth Petersen no longer prepares any tax returns for compensation. He sold the remaining part of his tax preparation business to Compass Tax and Financial Inc., located in Monterey CA. in 2015 and may assist them in the preparation of returns for some of his former clients. He does not receive compensation for this assistance. The only pecuniary benefit he receives from Compass Tax and Financial is the installment payments over time that are the result of their purchase of his tax practice.

Conflict of Interest. MPW principals and employees may recommend to their clients the tax preparation services of other tax professionals, specialists, EAs, CPAs, Registered Tax Return Preparers (RTRTs), and Attorneys. Neither MPW nor its employees receive or will accept any gratuity, referral fee, or other form of compensation for such referrals. MPW's Chief Compliance Officer, Gary Alt, is available to address any questions that a client or prospective client may have regarding this information.

- C. MPW does not recommend or select other investment advisors for its clients.

Item 11 Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

- A. MPW maintains an investment policy relative to personal securities transactions. This investment policy is part of MPW's overall Code of Ethics, which serves to establish a standard of business conduct for all of MPW's Representatives that is based upon fundamental principles of openness, integrity, honesty and trust, a copy of which is available upon request.

In accordance with Section 204A of the Investment Advisers Act of 1940, MPW also maintains and enforces written policies reasonably designed to prevent the misuse of material non-public information by MPW or any person associated with MPW.

- B. Neither MPW nor any related person of MPW recommends, buys, or sells for client accounts, securities in which MPW or any related person of MPW has a material financial interest.
- C. MPW and/or representatives of MPW *may* buy or sell securities that are also recommended to clients. This practice may create a situation where MPW and/or representatives of MPW are in a position to materially benefit from the sale or purchase of those securities. Therefore, this situation creates a potential conflict of interest. Practices such as "scalping" (i.e., a practice whereby the owner of shares of a security recommends that security for investment and then immediately sells it at a profit upon the rise in the market price which follows the recommendation) could take place if MPW did not have adequate policies in place to detect such activities. In addition, this requirement can help detect insider trading, "front-running" (i.e., personal trades executed before those of MPW's clients) and other potentially abusive practices.

MPW has a personal securities transaction policy in place to monitor the personal securities transactions and securities holdings of each of MPW's "Access Persons." MPW's

securities transaction policy requires that Access Person of MPW must provide the Chief Compliance Officer or his/her designee with a written report of the their current securities holdings within ten (10) days after becoming an Access Person. Furthermore, Access Persons must provide the Chief Compliance Officer with a quarterly transaction report, detail all trades in the Access Person's account during the previous quarter; and on an annual basis, each Access Person must provide the Chief Compliance Officer with a written report of the Access Person's current securities holdings. However, at any time that MPW has only one Access Person, he or she shall not be required to submit any securities report described above.

- D. MPW and/or representatives of MPW *may* buy or sell securities, at or around the same time as those securities are recommended to clients. This practice creates a situation where MPW and/or representatives of MPW are in a position to materially benefit from the sale or purchase of those securities. Therefore, this situation creates a potential conflict of interest. As indicated above in Item 11C, MPW has a personal securities transaction policy in place to monitor the personal securities transaction and securities holdings of each of MPW's Access Persons.

Item 12 Brokerage Practices

- A. In the event that the client requests that MPW recommend a broker-dealer/custodian for execution and/or custodial services (exclusive of those clients that may direct MPW to use a specific broker-dealer/custodian), MPW generally recommends that investment management accounts be maintained at *Schwab* and/or *TD Ameritrade*. Prior to engaging MPW to provide investment management services, the client will be required to enter into a formal *Investment Advisory Agreement* with MPW setting forth the terms and conditions under which MPW shall manage the client's assets, and a separate custodial/clearing agreement with each designated broker-dealer/custodian.

Factors that MPW considers in recommending *Schwab* and/or *TD Ameritrade* (or another broker-dealer/custodian) include historical relationship with MPW, financial strength, reputation, execution capabilities, pricing, research, and service. Although the commissions and/or transaction fees paid by MPW's clients shall comply with MPW's duty to obtain best execution, a client may pay a commission that is higher than another qualified broker-dealer might charge to effect the same transaction where MPW determines, in good faith, that the commission/transaction fee is reasonable. In seeking best execution, the determinative factor is not the lowest possible cost, but whether the transaction represents the best qualitative execution, taking into consideration the full range of a broker-dealer's services, including the value of research provided, execution capability, commission rates, and responsiveness. Accordingly, although MPW will seek competitive rates, it may not necessarily obtain the lowest possible commission rates for client account transactions. The brokerage commissions or transaction fees charged by the designated broker-dealer/custodian are exclusive of, and in addition to, MPW's investment management fee. MPW's best execution responsibility is qualified if securities that it purchases for client accounts are mutual funds that trade at net asset value as determined at the daily market close.

- 1. Research and Additional Benefits

Although not a material consideration when determining whether to recommend that a client utilize the services of a particular broker-dealer/custodian, MPW may receive from *Schwab* and/or *TD Ameritrade* (or another broker-dealer/custodian, investment

platform, unaffiliated investment manager, mutual fund sponsor, or vendor) without cost (and/or at a discount) support services and/or products, certain of which assist MPW to better monitor and service client accounts maintained at such institutions. Included within the support services that may be obtained by MPW may be investment-related research, pricing information and market data, software and other technology that provide access to client account data, compliance and/or practice management-related publications, discounted or gratis consulting services, discounted and/or gratis attendance at conferences, meetings, and other educational and/or social events, marketing support, computer hardware and/or software and/or other products used by MPW in furtherance of its investment advisory business operations.

As indicated above, certain of the support services and/or products that *may* be received may assist MPW in managing and administering client accounts. Others do not directly provide such assistance, but rather assist MPW to manage and further develop its business enterprise.

MPW's clients do not pay more for investment transactions effected and/or assets maintained at *Schwab* and/or *TD Ameritrade* as a result of this arrangement. There is no corresponding commitment made by MPW to *Schwab* and/or *TD Ameritrade* or any other entity to invest any specific amount or percentage of client assets in any specific mutual funds, securities or other investment products as a result of the above arrangement.

MPW's Chief Compliance Officer, Gary Alt, remains available to address any questions that a client or prospective client may have regarding the above arrangement and any corresponding perceived conflict of interest such arrangement may create.

2. MPW does not receive referrals from broker-dealers.
3. MPW does not generally accept directed brokerage arrangements (when a client requires that account transactions be effected through a specific broker-dealer). In such client directed arrangements, the client will negotiate terms and arrangements for their account with that broker-dealer, and MPW will not seek better execution services or prices from other broker-dealers or be able to "batch" the client's transactions for execution through other broker-dealers with orders for other accounts managed by MPW. As a result, client may pay higher commissions or other transaction costs or greater spreads, or receive less favorable net prices, on transactions for the account than would otherwise be the case.

Please Note: In the event that the client directs MPW to effect securities transactions for the client's accounts through a specific broker-dealer, the client correspondingly acknowledges that such direction may cause the accounts to incur higher commissions or transaction costs than the accounts would otherwise incur had the client determined to effect account transactions through alternative clearing arrangements that may be available through MPW. Higher transaction costs adversely impact account performance. **Please Also Note:** Transactions for directed accounts will generally be executed following the execution of portfolio transactions for non-directed accounts.

MPW's Chief Compliance Officer, Gary Alt, remains available to address any questions that a client or prospective client may have regarding the above arrangement.

- B. To the extent that MPW provides investment advisory services to its clients, the transactions for each client account generally will be effected independently, unless MPW decides to purchase or sell the same securities for several clients at approximately the same time. MPW may (but is not obligated to) combine or “bunch” such orders to obtain best execution, to negotiate more favorable commission rates or to allocate equitably among MPW’s clients differences in prices and commissions or other transaction costs that might have been obtained had such orders been placed independently. Under this procedure, transactions will be averaged as to price and will be allocated among clients in proportion to the purchase and sale orders placed for each client account on any given day. MPW shall not receive any additional compensation or remuneration as a result of such aggregation.

Item 13 Review of Accounts

- A. For those clients to whom MPW provides investment supervisory services, account reviews are conducted on an ongoing basis by one of MPW’s Principals. All investment supervisory clients are advised that it remains their responsibility to advise MPW of any changes in their investment objectives and/or financial situation. All clients (in person or via telephone) are encouraged to review financial planning issues (to the extent applicable), investment objectives and account performance with MPW on an annual basis.
- B. MPW *may* conduct account reviews on an other than periodic basis upon the occurrence of a triggering event, such as a change in client investment objectives and/or financial situation, market corrections and client request.
- C. Clients are provided, at least quarterly, with written transaction confirmation notices and regular written summary account statements directly from the broker-dealer/custodian and/or program sponsor for the client accounts. MPW may also provide a written periodic report summarizing account activity and performance.

Item 14 Client Referrals and Other Compensation

- A. As referenced in Item 12.A.1 above, MPW may receive an economic benefit from *Schwab* and/or *TD Ameritrade*. MPW, without cost (and/or at a discount), may receive support services and/or products from *Schwab* and/or *TD Ameritrade* (which may include direct monetary assistance from *Schwab* and/or *TD Ameritrade* to obtain certain services or products).

MPW’s clients do not pay more for investment transactions effected and/or assets maintained at *Schwab* and/or *TD Ameritrade* as a result of this arrangement. There is no corresponding commitment made by MPW to *Schwab* and/or *TD Ameritrade* or any other entity to invest any specific amount or percentage of client assets in any specific mutual funds, securities or other investment products as a result of the above arrangement.

MPW's Chief Compliance Officer, Gary Alt, remains available to address any questions that a client or prospective client may have regarding the above arrangement and any corresponding perceived conflict of interest any such arrangement may create.

- B. MPW does not have any relationship or arrangement that is material to its advisory business or to its clients with any related person.

Item 15 Custody

MPW shall have the ability to have its advisory fee for each client debited by the custodian. Clients are provided, at least quarterly, with written transaction confirmation notices and regular written summary account statements directly from the broker-dealer/custodian and/or program sponsor for the client accounts. MPW may also provide a written periodic report summarizing account activity and performance.

Please Note: To the extent that MPW provides clients with periodic account statements or reports, the client is urged to compare any statement or report provided by MPW with the account statements received from the account custodian. **Please Also Note:** The account custodian does not verify the accuracy of MPW's advisory fee calculation.

Item 16 Investment Discretion

The client can determine to engage MPW to provide investment advisory services on a discretionary basis. Prior to MPW assuming discretionary authority over a client's account, the client shall be required to execute an *Investment Advisory Agreement*, naming MPW as the client's attorney and agent in fact, granting MPW full authority to buy, sell, or otherwise effect investment transactions involving the assets in the client's name found in the discretionary account.

Clients who engage MPW on a discretionary basis may, at anytime, impose restrictions, **in writing**, on MPW's discretionary authority (i.e. limit the types/amounts of particular securities purchased for their account, exclude the ability to purchase securities with an inverse relationship to the market, limit or proscribe MPW's use of margin, etc.).

Item 17 Voting Client Securities

- A. MPW does not vote client proxies. Clients maintain exclusive responsibility for: (1) directing the manner in which proxies solicited by issuers of securities owned by the client shall be voted, and (2) making all elections relative to any mergers, acquisitions, tender offers, bankruptcy proceedings or other type events pertaining to the client's investment assets.
- B. Clients will receive their proxies or other solicitations directly from their custodian. Clients may contact MPW to discuss any questions they may have with a particular solicitation.

Item 18 Financial Information

- A. MPW does not solicit fees of more than \$1,200, per client, six months or more in advance.
- B. MPW is unaware of any financial condition that is reasonably likely to impair its ability to meet its contractual commitments relating to its discretionary authority over certain client accounts.
- C. MPW has not been the subject of a bankruptcy petition.

ANY QUESTIONS: MPW's Chief Compliance Officer, Gary Alt, remains available to address any questions that a client or prospective client may have regarding the above disclosures and arrangements.