

Item 1: Cover Sheet

FORM ADV PART 2A

INFORMATIONAL BROCHURE

GUINNESS WEALTH MANAGEMENT LLC
660 Newtown Yardley Road, Suite 105
Newtown, PA 18940

Cody Isdaner
646-395-3900

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This brochure provides information about the qualifications and business practices of Guinness Wealth Management LLC. If you have any questions about the contents of this brochure, please contact us at 646-395-3900. 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. Our registration does not imply a certain level of skill or training.

Additional information about Guinness Wealth Management LLC is also available on the SEC's website at www.adviserinfo.sec.gov.

Item 2: Statement of Material Changes

Guinness Wealth Management LLC is a newly formed investment adviser and is seeking registration with the United States Securities and Exchange Commission.

Item 3: Table of Contents

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INFORMATIONAL BROCHURE
GUINNESS WEALTH MANAGEMENT LLC

Item 4: Advisory Business

- A. Guinness Wealth Management LLC (“GWM”) has been in business since May, 2015. Cody Isdaner is the firm’s only principal owner.
- B. GWM seeks to provide clients with a thoughtful, client centered approach toward financial planning and asset management. In addition, GWM provides pension consulting services to qualified plans.

Financial Planning & Asset Management

Many clients choose to work with GWM on both financial planning and asset management, where both services are seamlessly integrated. In the alternative, clients may choose to work with GWM for financial planning services on a stand-alone basis, which means the financial planning process is pursued separately.

When working with GWM on financial planning, clients will be led through a series of steps designed to ensure that each client’s process is similar, yet the results unique. The process begins with a clear definition between GWM and the client of each party’s responsibilities. For example, GWM will gather and analyze information, but the firm will not be able to accurately perform their obligations unless the client provides complete and accurate information. This definition is memorialized in a written agreement. Thereafter, GWM will interview the client and gather documents from the client which will allow the firm to identify the client’s ultimate financial goals, and also develop an outline of the client’s current financial circumstances. Once the current circumstances and future circumstances are determined, GWM will analyze this information in order to determine potential paths towards reaching that particular client’s goals, and ultimately present these options and recommendations to the client.

For clients receiving a complete financial plan on a stand-alone basis, the process results in a financial planning document that identifies and explains the recommendations. Planning services that are limited to a specific aspect of a client’s financial life may not warrant a plan document, but results and recommendations will be reviewed with a GWM professional. In either case, it is the client’s choice whether to follow the recommendations, and if they choose to do so, whether they will seek assistance from GWM in implementing the recommendations. Clients who elect to work with GWM for financial planning and asset management services will have the benefit of GWM leading an integrated process whereby financial planning and the direction of asset management are combined, and thus a separate planning document not created. This integration includes the management of the assets identified in the plan in accordance with the directives of the plan, and an ongoing review of the client’s goals and maintaining a portfolio that is in keeping with those goals. Asset management processes are described more fully in Item 8 of this brochure.

Subject matters raised will include some or all of the subject fields identified by the Certified

Financial Planner Board's Standards of Professional Conduct, which include financial statement preparation and analysis, risk management, employee benefits, investments, income taxes, retirement and estate planning. Frequently, a thorough financial plan will require the assistance of other professionals in implementation. Because GWM's professionals are neither attorneys nor accountants, no part of their services includes tax or legal advice. However, an attorney may be required for the purpose of executing an estate plan, or an accountant needed for additional tax consultation. If requested, GWM will provide a recommendation for such a professional, but the client is under no obligation to accept that recommendation. GWM does not receive any sort of referral fees from professionals it recommends.

Retirement Plan Consulting Services

Retirement plan consulting services are offered to retirement plan sponsors. GWM provides general fiduciary assistance including: reviewing fiduciary responsibilities of a company's participant-directed retirement plan, third-party administrators, record-keeper selection, plan structure, developing an Investment Policy Statement, selecting, monitoring and measuring investment options and participant education.

C. All engagements are tailored to the specific needs of an individual client. GWM does not use "model" portfolios where all clients in the model contain the exact same investments. Clients may place reasonable restrictions on the management of assets, including regarding specific securities or types of securities. However, clients should understand that significant restrictions can not only decrease the ability of GWM to meet the client's goals, but also increase the costs associated with managing the client's portfolio.

D. GWM neither participates in, nor sponsors a wrap fee program.

E. As of the date of this brochure, GWM is a newly formed business, and as such, we do not yet have any clients or assets we manage.

Item 5: Fees and Compensation

A. Fees Charged

Financial Planning – Stand Alone

Clients who are engaging GWM for financial planning services without asset management services will do so on an hourly basis. Hourly rates range from \$200 – \$300, depending upon the professional rendering the service. An estimate of total hours to complete the assignment will be determined at the start of the engagement. The estimate is subject to change, depending upon the circumstances that arise during the engagement. Fees are negotiable, and will depend on the anticipated complexity of your plan.

Financial Planning with Asset Management

GWM will waive the financial planning fees for any asset management clients with assets above GWM's minimum size of \$250,000.

Asset Management

Subject to a minimum annual fee of \$3,750, GWM's asset management fees range from 0.00% to 1.50% per annum of the gross market value of a client's assets managed by GWM, as shown in the schedule below. Fees are negotiable, and may be higher or lower than this range, based on the nature of the account, and the origin of the client, as many clients that have worked with GWM's professionals in the past may continue with the fee percentages imposed by the principal's prior firms. Factors affecting fee percentages include the size of the account, complexity of asset structures, and other factors.

<i>Assets Under Management</i>	<i>Annual Rate</i>
First \$500,000	1.50%
Next \$500,000	1.25%
Anything Above \$1,000,000	1.00%

The minimum fee stated above may be waived by GWM. However, clients with accounts near the firm's \$250,000 account minimum should be aware that paying the minimum fee could mean their accounts are charged an asset management fee in excess of the fee schedule above, which may be significant. Clients may be able to obtain similar services from other advisers for higher or lower fees.

In the event that the client requires extraordinary planning and/or consultation services (to be determined in the sole discretion of the Registrant), the Registrant may determine to charge for such additional services, the dollar amount of which shall be set forth in a separate written notice to the client.

Retirement Plan Consulting Services

Generally, fees vary from 0.00% to 1.50% per annum of the market value of a client's assets managed by GWM.

B. Fee Payment

Financial Planning

Generally, fifty percent (50%) of the anticipated financial planning fee will be payable upon signing the Financial Planning Agreement, with the remainder due upon completion of the financial plan. For hourly engagements, the final amount due will be based upon actual hours expended. For fixed fee engagements, the final amount due will be fifty percent (50%) of the fixed fee.

Asset Management

Asset management fees may be paid via a direct debit from a client account, or by some other mutually agreeable method. All asset management fees will be calculated on a quarterly basis, in advance, and the value used will be the gross asset value as of the first market day of the quarter. The “gross” asset value relates to the limited number of clients who, at their own election, choose to have margin accounts, which may increase the amount of assets through borrowing.

All clients will receive an invoice that describes how the fees were calculated, including the value used, the percentage fee, the time period covered by the fee, and the amount. The invoice will also state that the fee was not independently calculated by the custodian. The client will also receive a statement from their account custodian showing all transactions in their account, including the fee. For clients electing to have fees directly debited from an account, those fees will be debited from the account(s) designated by the client. Clients may elect to have fees for each account paid by that account, or paid by another account. Once the fee calculation is made, GWM will instruct the account custodian to deduct the fee from the applicable account(s) and remit that fee to GWM.

Clients selecting to pay fees in another method will remit payment to GWM separately.

C. Other Fees

There are a number of other fees that can be associated with holding and investing in securities. You will be responsible for fees including transaction fees for the purchase or sale of a mutual fund or Exchange Traded Fund, or commissions for the purchase or sale of a stock. Expenses of a fund will not be included in management fees, as they are deducted from the value of the shares by the mutual fund manager. For complete discussion of expenses related to each mutual fund, you should read a copy of the prospectus issued by that fund. GWM can provide or direct you to a copy of the prospectus for any fund that we recommend to you.

Please make sure to read Item 12 of this informational brochure, where we discuss broker-dealer and custodial issues.

D. *Pro-rata* Fees

If a client engages GWM to provide asset management services during a billing quarter, the fees for that quarter will be pro-rated according to the number of days left until the next quarter. Likewise, if a client terminates services during a quarter, the client will receive a refund for fees collected in advance but related to services that would have been provided from the date of termination through the end of the billing quarter. In either case, GWM will calculate the total fee that would be due for the quarter, divide the fee by the number of days in the quarter to arrive at a daily rate, count the number of days the client was or will be a client during that quarter (as applicable) and multiply that number by the daily rate.

E. Compensation for the Sale of Securities.

This item is not applicable.

Item 6: Performance-Based Fees & Side by Side Management

GWM will not charge performance based fees.

Item 7: Types of Clients

Clients advised include individuals, trusts, and ERISA plans and their sponsors. GWM requires each client to place at least \$250,000 with the firm. This minimum may be waived in the discretion of GWM. Also, as described in Item 4, GWM requires a minimum annual fee of \$3,750.

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

It is important for clients to know and remember that all investments carry risks. **Investing in securities involves risk of loss that clients should be prepared to bear.**

A. Methods of Analysis and Strategies

Each client's portfolio is created through the evaluation of the client's needs that in some cases takes place during a financial planning process. . For those clients who have not engaged GWM to provide financial planning services, portfolio construction originates with an evaluation of each client's investment objectives as well as the client's risk tolerance. Risk tolerance is determined through a client driven questionnaire. Both sources are part of developing a portfolio that takes into consideration the client's investment horizons, ability and desire to withstand the volatility that can come with investing, and overall goals for each specific portfolio. For clients whose assets are above the stated account minimum, GWM prefers to include financial planning as part of the asset management process because as a client's needs change. Whether a slow evolution or via a life event, the planning process is designed to thoughtfully incorporate these changes into the investments in the client's portfolio. GWM wants this process to be a fully cooperative one, and therefore clients of all account sizes are advised to keep GWM informed of changes in financial circumstances, as these change could affect the client's asset allocation and financial plan.

Because GWM believes that asset allocation is the single most important factor in determining the long term results for a client, determining an asset allocation is of paramount importance. GWM describes for clients five basic asset allocation approaches: Conservative, Moderately Conservative, Moderate, Moderately Aggressive and Aggressive. Each approach is designed to carry a different amount of volatility, and potentially different ways of limiting that volatility, depending on the market conditions at the time. For example, a Conservative portfolio is one where the exposure to asset classes that are particularly prone to volatility, such as stocks, is limited, so that an investor with a Conservative portfolio should not experience the same swings in value as the overall equity markets. An Aggressive portfolio is one where volatility is not of the same concern, as an Aggressive investor is likely to be one with a significantly longer time horizon for investing than her Conservative counterpart. The Moderately Conservative, Moderate and Moderately Aggressive approaches are a continuum between Conservative and Aggressive.

It is important to note that the asset allocation approaches are not “models” in the sense that clients are not grouped into each approach and always traded together without consideration for each client’s specific needs and restrictions. Rather, they assist in expressing to clients how asset allocation, volatility, time horizon and goals meet and together create a portfolio. They are also a way to trade those securities in each approach that are the same together, which results in an operational efficiency.

The specific securities in each of the five approaches above and in turn client accounts are determined by GWM’s view of each type of exposure and its current place in each type of portfolio. GWM refers to certain asset categories which will comprise each portfolio in differing amounts. These include:

Stocks:

- U.S. Large Cap Value
- U.S. Large Cap Growth
- U.S. Small Cap Value
- U.S. Small Cap Growth
- International Developed Market
- International Emerging Market

Bonds:

- U.S. Government Agencies/Treasuries
- Inflation-Adjusted
- U.S. High Rated Corporate
- U.S. Low Rated Corporate
- International Developed Market
- International Emerging Market

It may be a traditional belief that an emerging market mutual fund or Exchange Traded Fund (otherwise known as an “ETF”) would be inappropriate for a client using the Conservative approach. However, GWM believes that proper portfolio construction involves not only diversification, but limiting exposure to assets or asset classes that are highly correlated to one another (meaning that they will behave in a similar manner in similar conditions, thus actually increasing risk). While GWM is prepared to render advice with regard to any security type, in choosing specific securities GWM generally recommends mutual funds and ETFs. In some circumstances the choice between a mutual fund and an ETF is whether GWM believes there is value added in that particular asset class and specific fund, to the mutual fund’s adviser’s active management of that fund, as opposed to an ETF which is not actively managed. ETFs may have lower overall costs, but active management can be beneficial, which is why the evaluation of securities for client accounts includes specific consideration as to the balance of being cost-effective with potential added value.

Part of the security selection process is also the consideration of what assets the client already has in the portfolio. Clients may come to GWM with a variety of investments, with a variety of custodians. Where possible and advisable, GWM will advise the transfer of assets in-kind, meaning the asset will not be sold before the account it moved to GWM’s advisement. Some securities may be kept in the portfolio because of tax issues or other costs associated with a transition. To the extent these securities are not sold, GWM will attempt to build a portfolio taking these securities

into consideration, and advise the client if there are additional risks associated with keeping a specific security.

B. Material Risks

GWM's primary strategies do not include frequent trading of securities. It is impossible to name all possible types of risks. Among the risks are the following:

- **Political Risks.** Most investments have a global component, even domestic stocks. Political events anywhere in the world may have unforeseen consequences to markets around the world.
- **General Market Risks.** Markets can, as a whole, go up or down on various news releases or for no understandable reason at all. This sometimes means that the price of specific securities could go up or down without real reason, and may take some time to recover any lost value. Adding additional securities does not help to minimize this risk since all securities may be affected by market fluctuations.
- **Currency Risk.** When investing in another country using another currency, the changes in the value of the currency can change the value of your security value in your portfolio.
- **Regulatory Risk.** Changes in laws and regulations from any government can change the value of a given company and its accompanying securities. Certain industries are more susceptible to government regulation. Changes in zoning, tax structure or laws impact the return on these investments.
- **Tax Risks Related to Short Term Trading:** Clients should note that while GWM does not consider short term trading a strategy for its clients, trades may be made with frequency if conditions and client goals merit it. These transactions may result in short term gains or losses for federal and state tax purposes, which may be taxed at a higher rate than long term strategies. GWM endeavors to invest client assets in a tax efficient manner, but all clients are advised to consult with their tax professionals regarding the transactions in client accounts.
- **Purchasing Power Risk.** Purchasing power risk is the risk that your investment's value will decline as the price of goods rises (inflation). The investment's value itself does not decline, but its relative value does, which is the same thing. Inflation can happen for a variety of complex reasons, including a growing economy and a rising money supply.
- **Business Risk.** This can be thought of as certainty or uncertainty of income. Management comes under business risk. Cyclical companies (like automobile companies) have more business risk because of the less steady income stream. On the other hand, fast food chains tend to have steadier income streams and therefore, less business risk.
- **Financial Risk.** The amount of debt or leverage determines the financial risk of a company.
- **Default Risk.** This risk pertains to the ability of a company to service their debt. Ratings provided by several rating services help to identify those companies with more risk. Obligations of the U.S. government are said to be free of default risk.
- **Margin Risk.** "Margin" is typically used to maximize returns on a given investment by using securities in a client account as collateral for a loan from the custodian to the client. The proceeds of that loan are then used to buy more securities. In a positive result, the additional securities provide additional return on the same initial investment. In a negative result, the additional securities provide additional losses. Margin therefore carries a higher degree of risk than investing without margin. Any client account that will use margin will do so in accordance with Regulation T. GWM does not recommend the use of margin as part of its portfolio construction process. However, clients may on occasion wish to utilize margin to facilitate some other need or goal. In

these cases, the margin will increase the value of the assets in the account, which means the management fees calculated which are based on account value will also increase.

- **Information Risk.** All investment professionals rely on research in order to make conclusions about investment options. This research is always a mix of both internal (proprietary) and external (provided by third parties) data and analyses. Even an adviser who says they rely solely on proprietary research must still collect data from third parties. This data, or outside research is chosen for its perceived reliability, but there is no guarantee that the data or research will be completely accurate. Failure in data accuracy or research will translate to a compromised ability by the adviser to reach satisfactory investment conclusions.

- **Small Companies.** Some investment opportunities in the marketplace involve smaller issuers. These companies may be starting up, or are historically small. While these companies sometimes have potential for outsized returns, they also have the potential for losses because the reasons the company is small are also risks to the company's future. For example, a company's management may lack experience, or the company's capital for growth may be restricted. These small companies also tend to trade less frequently than larger companies, which can add to the risks associated with their securities because the ability to sell them at an appropriate price may be limited as compared to the markets as a whole. Not only do these companies have investment risk, if a client is invested in such small companies and requests immediate or short term liquidity, these securities may require a significant discount to value in order to be sold in a shorter time frame.

- **Concentration Risk.** While GWM selects individual securities, including mutual funds, for client portfolios based on an individualized assessment of each security, this evaluation comes without an overlay of sector specific issue analysis. This means that a client's equity portfolio may be concentrated in a specific sector, geography, or sub-sector (among other types of potential concentrations), so that if an unexpected event occurs that affects that specific sector or geography, for example, the client's equity portfolio may be affected negatively, including significant losses.

- **Transition risk.** As assets are transitioned from a client's prior advisers to GWM there may be securities and other investments that do not fit within the asset allocation strategy selected for the client. Where possible, GWM will maintain securities that come from the client's existing accounts, and will not sell a security merely to push the portfolio into line with other accounts GWM manages. However, in some instances, selling a security is advisable despite costs. GWM's goal is to minimize costs, which means that the overall transition process to GWM may take some time as cost considerations are compared with client needs. Some investments may not be unwound for a lengthy period of time for a variety of reasons that may include unwarranted low share prices, restrictions on trading, contractual restrictions on liquidity, or market-related liquidity concerns. In some cases, there may be securities or investments that are never able to be sold. The inability to transition a client's holdings into recommendations of GWM may adversely affect the client's account values, as GWM's recommendations may not be able to be fully implemented.

- **Restriction Risk.** Clients may at all times place reasonable restrictions on the management of their accounts. However, placing these restrictions may make managing the accounts more difficult, thus lowering the potential for returns. In addition, significant restrictions may lead to GWM needing to increase the management fee rate.

- **Risks Related to Investment Term & Liquidity.** Securities do not follow a straight line up in value. All securities will have periods of time when the current price of the security is not an accurate measure of its value. If you require us to liquidate your portfolio during one of these periods, you will not realize as much value as you would have had the investment had the opportunity to regain its value. Further, some investments are made with the intention of the

investment appreciating over an extended period of time. Liquidating these investments prior to their intended time horizon may result in losses.

C. Security Types

As discussed above, GWM recommends mutual funds and ETFs. However, GWM may utilize stocks or bonds.

Item 9: Disciplinary Information

There are no disciplinary items to report.

Item 10: Other Financial Industry Activities and Affiliations

A. Broker-dealer

Neither the principal of GWM, nor any related persons are registered, or have an application pending to register, as a broker dealer or as an associated person of the foregoing entities.

B. Futures Commission Merchant/Commodity Trading Advisor

Neither GWM nor the principal of GWM, nor any related persons are registered, or have an application pending to register, as a futures commission merchant, commodity pool operator, a commodity trading advisor, or an associated person of the foregoing entities.

C. Relationship with Related Persons

Neither GWM nor any person associated with GWM has any material relationship or arrangement with any related person such as an accounting firm, law firm, real estate broker, or other investment adviser.

D. Recommendations of other Advisers

This item is not applicable, as GWM does not recommend the use of third party managers.

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

A. A copy of our Code of Ethics is available upon request. Our Code of Ethics includes discussions of our fiduciary duty to clients, political contributions, gifts, entertainment, and trading guidelines.

B. This item is not applicable. GWM does not recommend to clients that they invest in any security in which GWM or any principal thereof has any financial interest.

C. On occasion, an employee of GWM may purchase for his or her own account securities which are also recommended for clients. Our Code of Ethics details rules for employees regarding personal trading and avoiding conflicts of interest related to trading in one's own account. To avoid placing a trade before a client (in the case of a purchase) or after a client (in the case of a sale), all employee trades must be reviewed by the Compliance Officer. All employee trades must either take place in the same block as a client trade or sufficiently apart in time from the client trade so the employee receives no added benefit. Employee statements are reviewed to confirm compliance with the trading procedures.

D. On occasion, an employee of GWM may purchase for his or her own account securities which are also recommended for clients at the same time the clients purchase the securities. Our Code of Ethics details rules for employees regarding personal trading and avoiding conflicts of interest related to trading in one's own account. To avoid placing a trade before a client (in the case of a purchase) or after a client (in the case of a sale), all employee trades must be reviewed by the Compliance Officer. All employee trades must either take place in the same block as a client trade or sufficiently apart in time from the client trade so the employee receives no added benefit. Employee statements are reviewed to confirm compliance with the trading procedures.

Item 12: Brokerage Practices

A. Recommendation of Broker-Dealer

GWM does not maintain custody of client assets, though GWM may be deemed to have custody if a client grants GWM authority to debit fees directly from their account (see Item 15 below). Assets will be held with a qualified custodian, which is typically a bank or broker-dealer. GWM recommends that investment accounts be held in custody by Schwab Advisor Services ("Schwab"), which is a qualified custodian. GWM is independently owned and operated and is not affiliated with Schwab. Schwab will hold your assets in a brokerage account and buy and sell securities when GWM instructs them to, which GWM does in accordance with its agreement with you. While GWM recommends that you use Schwab as custodian/broker, you will decide whether to do so and will open your account with Schwab by entering into an account agreement directly with them. GWM does not open the account for you, although GWM may assist you in doing so. Even though your account is maintained at Schwab, we can still use other brokers to execute trades for your account as described below (see "Your brokerage and custody costs").

How we select brokers/custodians

We seek to [select/recommend/use] a custodian/broker that will hold your assets and execute transactions on terms that are, overall, most advantageous when compared with other available providers and their services. We consider a wide range of factors, including both quantitative (Ex: costs) and qualitative (execution, reputation, service) factors. We do not consider whether Schwab or any other broker-dealer/custodian, refers clients to GWM as part of our evaluation of these broker-dealers.

Your brokerage and custody costs

For our clients' accounts that Schwab maintains, Schwab generally does not charge you separately

for custody services but is compensated by charging you commissions or other fees on trades that it executes or that settle into your Schwab account. This commitment benefits you because the overall commission rates you pay are lower than they would be otherwise. In addition to commissions, Schwab charges you a flat dollar amount as a “prime broker” or “trade away” fee for each trade that we have executed by a different broker-dealer but where the securities bought or the funds from the securities sold are deposited (settled) into your Schwab account. These fees are in addition to the commissions or other compensation you pay the executing broker-dealer. Because of this, in order to minimize your trading costs, we have Schwab execute most trades for your account. We have determined that having Schwab execute most trades is consistent with our duty to seek “best execution” of your trades. Best execution means the most favorable terms for a transaction based on all relevant factors, including those listed above (see “How we select brokers/custodians”).

Products and services available to us from Schwab

Schwab Advisor Services™ (formerly called Schwab Institutional®) is Schwab’s business serving independent investment advisory firms like GWM. They provide GWM and our clients with access to its institutional brokerage services (trading, custody, reporting, and related services), many of which are not typically available to Schwab retail customers. Schwab also makes available various support services. Some of those services help GWM manage or administer our clients’ accounts, while others help GWM manage and grow our business. Schwab’s support services are generally available on an unsolicited basis (we don’t have to request them) and at no charge to GWM. Following is a more detailed description of Schwab’s support services:

Services that benefit you

Schwab’s institutional brokerage services include access to a broad range of investment products, execution of securities transactions, and custody of client assets. The investment products available through Schwab include some to which we might not otherwise have access or that would require a significantly higher minimum initial investment by our clients. Schwab’s services described in this paragraph generally benefit you and your account.

Services that may not directly benefit you.

Schwab also makes available to us other products and services that benefit us but may not directly benefit you or your account. These products and services assist us in managing and administering our clients’ accounts. They include investment research, both Schwab’s own and that of third parties. We may use this research to service all or a substantial number of our clients’ accounts, including accounts not maintained at Schwab. In addition to investment research, Schwab also makes available software and other technology that Provide access to client account data (such as duplicate trade confirmations and account statements)

- Facilitate trade execution and allocate aggregated trade orders for multiple client accounts
- Provide pricing and other market data
- Facilitate payment of our fees from our clients’ accounts
- Assist with back-office functions, recordkeeping, and client reporting

Services that generally benefit only us.

Schwab also offers other services intended to help us manage and further develop our business enterprise. These services include:

- Educational conferences and events
- Consulting on technology, compliance, legal, and business needs
- Publications and conferences on practice management and business succession
- Access to employee benefits providers, human capital consultants, and insurance providers

Schwab may provide some of these services itself. In other cases, it will arrange for third-party vendors to provide the services to us. Schwab may also discount or waive its fees for some of these services or pay all or a part of a third party's fees. Schwab may also provide us with other benefits, such as occasional business entertainment of our personnel.

Our interest in Schwab's services

The availability of these services from Schwab benefits us because we do not have to produce or purchase them. We don't have to pay for Schwab's services. These services are not contingent upon us committing any specific amount of business to Schwab in trading commissions or assets in custody. We may have an incentive to recommend that you maintain your account with Schwab, based on our interest in receiving Schwab's services that benefit our business rather than based on your interest in receiving the best value in custody services and the most favorable execution of your transactions. This is a potential conflict of interest. We believe, however, that our selection of Schwab as custodian and broker is in the best interests of our clients. Our selection is primarily supported by the scope, quality, and price of Schwab's services (see "How we select brokers/custodians") and not Schwab's services that benefit only us.

We do not consider whether Schwab or any other broker-dealer/custodian, refers clients to GWM as part of our evaluation of these broker-dealers.

B. Aggregating Trades

Commission costs per client may be lower on a particular trade if all clients in whose accounts the trade is to be made are executed at the same time. This is called aggregating trades. Instead of placing a number of trades for the same security for each account, we will, when appropriate, executed one trade for all accounts and then allocate the trades to each account after execution. If an aggregate trade is not fully executed, the securities will be allocated to client accounts on a *pro rata* basis, except where doing so would create an unintended adverse consequence (For example, if a *pro rata* division would result in a client receiving a fraction of a share, or a position in the account of less than 1%.) Schwab does not provide GWM clients with a decreased commission rate for aggregated trades.

Item 13: Review of Accounts

- A. All accounts will be reviewed by a senior professional on at least a quarterly basis.

B. It is expected that market conditions, changes in a particular client's account, or changes to a client's circumstances will trigger an additional review.

C. Clients will receive written reports (which may be delivered, with client consent, electronically via GWM's web portal) on at least a quarterly basis which will include information related to portfolio performance, the market conditions during the quarter and future market outlook.

Item 14: Client Referrals and Other Compensation

A. Economic Benefit Provided by Third Parties for Advice Rendered to Client.

GWM receives an economic benefit from Schwab in the form of the support products and services it makes available to GWM and other independent investment advisors whose clients maintain their accounts at Schwab. These products and services, how they benefit the firm, and the related conflicts of interest are described above (see Item 12—Brokerage Practices). The availability of Schwab's products and services is not based on us giving particular investment advice, such as buying particular securities for our clients.

B. Compensation to Non-Advisory Personnel for Client Referrals.

GWM does not directly or indirectly compensate any person who is not advisory personnel for client referrals.

Item 15: Custody

Under government regulations, GWM is deemed to have custody of your assets if, for example, you authorize us to instruct Schwab to deduct our advisory fees directly from your account. Schwab maintains actual custody of your assets. You will receive account statements directly from Schwab at least quarterly. They will be sent to the email or postal mailing address you provided to Schwab. You should carefully review those statements promptly when you receive them.

We encourage clients to carefully review the statements and confirmations sent to them by their custodian, and to compare the information on your quarterly report prepared by GWM against the information in the statements provided directly from Schwab. Please alert us of any discrepancies.

Item 16: Investment Discretion

Please see Item 8, which describes GWM's approach to asset management.

GWM manages accounts on a discretionary basis. This means that GWM will make decisions and implement those decisions to buy, sell or hold securities, cash or other investments without consulting with the client before implementation. This discretion is limited, in that we will only implement recommendations that meet a client's investment objectives. Clients will be required to execute an agreement with GWM and account opening documents with the custodian granting a

limited power of attorney to GWM for the purpose of trading in the account. As discussed in Item 8, clients may place reasonable restrictions on the management of their accounts.

Item 17: Voting Client Securities

A. Copies of our Proxy Voting Policies are available upon request.

From time to time, shareholders of stocks, mutual funds, exchange traded funds or other securities may be permitted to vote on various types of corporate actions. Examples of these actions include mergers, tender offers, or board elections. Clients are required to vote proxies related to their investments, or to choose not to vote their proxies. GWM will not accept authority to vote client securities.

B. Clients will receive their proxies directly from the custodian for the client account. GWM will not give clients advice on how to vote proxies.

Item 18: Financial Information

GWM does not require the prepayment of fees more than six (6) months or more in advance and therefore has not provided a balance sheet with this brochure.

There are no material financial circumstances or conditions that would reasonably be expected to impair our ability to meet our contractual obligations to our clients.