

# Means Wealth Management Registered Investment Advisor

Form ADV Part 2A  
(the Brochure)  
And  
Form ADV Part 2B  
(the Brochure Supplement)

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[www.meanswealth.com](http://www.meanswealth.com)

Updated: January 3, 2017

This Brochure provides information about our qualifications and business practices. If you have any questions about the contents of this Brochure, please contact us at 207-947-6763 and/or [info@meanswealth.com](mailto:info@meanswealth.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.

Means Wealth Management is a Registered Investment Advisor. Registration of an Investment Advisor does not imply any level of skill or training. The oral and written communications of an Advisor provide you with information with which you determine to hire or retain an Advisor.

Additional information about Means Wealth Management is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**Means Wealth Management  
Advisory Brochure  
Summary of Material Changes**

This item discusses specific material changes that are made to the Brochure and provides clients with a summary of such changes. This Brochure was last updated January 3, 2017 to update our assets under management, to add Zachary Abbotoni as an Investment Advisor Representative based in our Bangor, ME office and to include Alex Means as our newest Investment Advisor Representative doing business in Greenville, South Carolina.

Pursuant to SEC and States of Maine and South Carolina Rules, we will ensure that you receive a summary of any material changes to this and subsequent Brochures within 120 days of the close of our business' fiscal year. Our fiscal year ends December 31.

We will further provide you with a new Brochure as necessary based on material changes or new information, at any time, without charge.

Currently, our Brochure may be requested by contacting John Dudley, Chief Compliance Officer at 207-947-6763 or [john.dudley@meanswealth.com](mailto:john.dudley@meanswealth.com). Our Brochure is also available on our web site [www.meanswealth.com](http://www.meanswealth.com), also free of charge.

Additional information about Means Wealth Management is also available via the SEC's web site [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The SEC's web site also provides information about any persons affiliated with Means Wealth Management who are registered, or are required to be registered, as investment adviser representatives of Means Wealth Management.

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## **Advisory Business**

Means Wealth Management (Means, also Advisor), a Registered Investment Advisor since June 23, 2010, provides investment advisory services through partnerships with Fidelity Brokerage Services, LLC (Fidelity), its subsidiary National Financial Services, LLC (NFS) and Orion Advisor Services, LLC (Orion).

Our home office is located at 802 Stillwater Avenue, Bangor, ME. We also conduct business at branch offices at 3 Houlton Road, Presque Isle, ME and 330 E. Coffee Street, Greenville, SC.

Means Wealth Management is the business name of Means Investment Company which is wholly owned by its President, Paul B. Means and CEO, Zachary P. Means.

Means provides investment advisory services through individually managed accounts where its Investment Advisor Representatives provide services to include:

- Assessment of Client's investment needs and objectives;
- Development of an asset allocation strategy designed to meet the Client's objectives;
- Recommendations on suitable style allocations;
- Identification of appropriate investment vehicles suitable to the Client's goals;
- Evaluation of investment vehicles meeting style and allocation criteria;
- Engagement of investment vehicles on behalf of the Client;
- Ongoing monitoring of individual account performance;
- Review of Client accounts to ensure adherence to policy guidelines and asset allocation;
- Online and/or paper reporting of Client account(s) performance and progress; and
- Fully integrated back office support systems, including custody, trade execution, performance reporting and confirmation and statement generation, through Means, Fidelity and Orion.

We work with the Client to compile pertinent financial and demographic information to develop an investment program that will meet the Client's goals and objectives.

Advisor Portfolio Management – We provide portfolio modeling and diagnostic tools, enabling Advisor and Investment Advisor Representatives to act as portfolio managers and manage portfolios for their Clients. Portfolio Management includes Performance Reporting and Risk Tolerance determination and recommended Asset Allocation. Investment advisory services are comprised of Client profiling, strategic asset allocation, style allocation, research and evaluation of investments and asset managers, ongoing monitoring of manager and investment performance, account rebalancing to include adding, deleting or replacing investments, account reporting, clearing, execution and other operational and administrative services.

Third Party Managers – We may offer access to Third Party Managers. Third Party Managers have fees in addition to those fees that we charge. Investment advisory services are comprised of client profiling, research and evaluation of third party managers, ongoing monitoring of investment performance, account reporting, clearing, execution and other operational and administrative services.

Investment Advice - We offer general investment advice for a negotiable fee. The fee may be hourly or set as negotiated. The services to be performed and the negotiated fee will be detailed in the Investment Advisory Services Agreement. Fees will be due upon completion of the services detailed in the agreement.

As of January 3, 2017 we had \$213,470,786.66 in Client assets under management on a discretionary basis.

### **Fees and Compensation**

Advisory Fees charged are calculated as an annual percentage of assets based on the market value of the account at the end of the quarter. Advisory Fees are charged on a quarterly basis in advance and prorated to the end of the quarter upon inception of the account. The level of the Advisory Fee may vary with the amount of assets under management and the particular investment styles and investment options chosen or recommended. Clients may receive comparable services from other sources for fees that are lower or higher than those that we charge.

If there is insufficient cash in the Accounts at the time the Advisory Fee is to be debited from the Accounts, the Client understands and acknowledges that we may sell an amount of Account Assets to generate sufficient cash to pay the Advisory Fee. This may create a taxable gain or tax loss for the Client. If Program Assets are illiquid and we determine that the sale of Account Assets to pay the Advisory Fee is not feasible, Client will be invoiced for the Advisory Fee for the month. The Client agrees to pay this invoice within ten (10) days of receipt. Clients with multiple accounts may designate a single account to be billed for the Advisory Fee for all accounts. If this Agreement is terminated and all Account Assets are withdrawn from the Program prior to the end of a month, the pro rata portion of the Advisory Fee will be reimbursed to Client. The standard fee schedule for Investment Advisory Services is as follows:

<b>Amount Invested</b>	<b>Fee</b>
\$100,000-\$500,000	1.60%
Next \$500,000	1.25%
Above\$1,000,000	1.00%

All accounts under \$100,000 will receive the standard fee of 2%. Fees shown here are inclusive of all equity, exchange traded fund and mutual fund transaction fees.

## **Other Issues Relating to Fees**

The cost of investment advisory services provided may be more or less than the cost of purchasing similar services separately. Among the factors impacting the relative cost of the program to a particular Client include the size of the account; the type of account (*i.e.*, equity or fixed income); the size of the assets devoted to a particular strategy; and the services selected.

Marketing fees (12B-1 fees) included in expenses of certain mutual fund share classes will be retained by the custodian.

Other costs that may be assessed and that are not part of those outlined above include dealer mark-ups, electronic fund and wire transfers, spreads paid to market-makers, and exchange fees, among others.

## **Potential Conflicts**

Means Wealth Management offers securities through Fidelity Brokerage Services, LLC. The cost to Advisory Clients for individual investments provided may be more or less than the cost to brokerage Clients for the same underlying investments. Means is also a FINRA registered broker-dealer. As a broker or dealer, we may occasionally buy or sell securities to or from brokerage Clients. Our employees or related persons may have accounts with investment managers that we recommend to Clients as part of our investment programs. They may also own securities through brokerage accounts. This means that employees or related persons may buy or sell securities that Clients also own in their accounts. Investment decisions made for our personnel may not be made at the same time or in the same manner as those made for Clients. Our employees are at all times bound by our Code of Ethics to act in Clients' best interests. Please see further discussion of our Code of Ethics beginning on page 10 of this brochure.

## **Performance-Based Fees and Side-By-Side Management**

We do not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a Client).

## **Types of Clients**

We may provide portfolio management services to individuals, high net worth individuals, trusts, estates, corporations and other business entities. There is a minimum relationship size of \$100,000 which may be waived at our discretion.

## **Methods of Analysis, Investment Strategies and Risk of Loss**

Investing in securities involves risk of loss that Clients should be prepared to bear.

Means Wealth Management makes use of custom and/or model portfolios with respect to the advisory services offered to Clients. These portfolios may be provided by firm Advisory personnel or by a third party.

Prospective investors in Means Wealth Management managed portfolios are questioned as to their risk tolerance, goals and objectives. Based upon this assessment, an investment profile for the Client will be identified. The Investment Advisor Representative (IAR), after evaluating the Client information, will place the Client's investment assets into a custom portfolio, model portfolio or third party offering specifically designed to meet the identified profile. Model portfolios are templates, which are usually altered slightly to fit the individual situation.

Changes in a Client's investment profile require a new assessment with evidence of Client and Advisor review and approval. Client will inform Advisor, in writing on a timely basis, of any material changes in Client's financial situation and/or investment objectives which may require a change to Client's investment profile.

Since Client portfolios are individually designed and managed, Means Wealth Management must exercise care in the use of models for constructing and operating these portfolios. Too much standardization removes the individual element and creates a risk that the accounts being managed to the model portfolios will be aggregated and treated by the SEC as a mutual fund (see below).

The IAR must have a rationale for changes in each individually managed account portfolio. This is particularly important where a change is made to one or more portfolios, but not consistently throughout all portfolios. In all instances the IAR has an obligation to act in the best interests of the Client.

With respect to asset allocation and portfolio construction, we use demographic and financial information provided by the Client to assess the Client's risk profile and investment objectives in determining an appropriate plan for the Client's assets. We use commercially available analytical tools and optimization software applications to develop asset allocation strategies. Factors used as inputs in the asset allocation process include historical rates of risk and return on various asset classes, correlation across asset classes, and risk premiums, among others.

Regarding asset management and investment vehicle evaluation, we utilize commercially available research tools. Among the types of information analyzed are historical performance, investment philosophy, investment style, historical volatility and correlation across asset classes.

Before offering services provided by independent third party managers to Clients, we review the philosophy of portfolio, managerial competence and experience, performance statistics and performance summary to ensure the objectives of the manager align with Client needs. At least annually, we will review this information to determine if the offering is still suitable for our Clients.

We may recommend third party managers to Clients with a variety of investment strategies. Some strategies may be high-risk strategies. Such strategies usually have the potential for substantial returns; however, there are correspondingly significant risks involved in the strategies. Such strategies are not intended for all investors. Clients who choose to follow high-risk strategies should be aware that there is the possibility of significant losses up to and including the possibility of the loss of all assets placed in the strategies we recommend. We recommend that Clients diversify their investments and do not place all of their investments in high-risk investment strategies.

### **Disciplinary Information**

Registered investment advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of the advisor or the integrity of the advisor's management. Means Wealth Management has no information applicable to this Item.

### **Other Financial Industry Activities and Affiliations**

Means Wealth Management is also a FINRA registered securities broker/dealer. Approximately 20% of the firm's time is spent as such. Approximately 78% of our time is spent providing advisory services. We are also a licensed insurance agent. Approximately 2% of our time is spent on insurance products sales and service.

### **Code of Ethics**

Our employees may purchase or sell securities that are recommended to, or purchased or sold for, Clients. Investment decisions made for our personnel may not be made at the same time or in the same manner as those made for Clients. Personal securities transactions by our employees are subject to our Code of Ethics which requires our employees at all times to act in our Clients' best interests and to avoid even the appearance of conflicts of interest. The Code of Ethics includes various reporting disclosure and approval requirements, described in summary below. Means designed these requirements to prevent or mitigate actual or potential conflicts of interest with Clients. The Code of Ethics applies not only to transactions by the individual employee, but also to transactions for accounts in which such person or the person's spouse, minor children or other dependents residing in the same household have an interest. Compliance with the Code of Ethics is a condition of employment.

In accordance with Securities and Exchange Commission rules relating to record keeping by investment advisors, we require prompt reports of all Reportable Securities



transactions. We further require that all brokerage account relationships be disclosed, that we receive duplicate confirmations of transactions and custodial account statements, and annual certifications of compliance with the Code of Ethics from all access persons. Transactions in U.S. government securities, bank acceptances, bank certificates of deposit, commercial paper, high quality short-term instruments, including repurchase agreements, index-based futures/options, options/futures on treasury notes and bills or currency options/futures, shares of open-end mutual funds, exchange-traded funds and commodities are excluded from the reporting requirements.

The responsibilities of Means' Chief Compliance Officer (or designee) include overseeing the regular monitoring and verification of compliance of covered persons with the requirements of the Code of Ethics, and reporting material violations to Means' senior management. Covered transactions of the Chief Compliance Officer will be approved by another officer (or designee) of Means. In addition to reporting and record keeping requirements, the Code of Ethics imposes various substantive and procedural restrictions on Reportable Securities transactions. The Chief Compliance Officer also may recommend to management the imposition of more severe sanctions, including suspension of personal investing privileges, or termination of employment, in the case of certain types of violations.

Our Code of Ethics will be furnished to Clients or prospective Clients upon request.

## **Brokerage Practices**

Means Wealth Management offers securities through Fidelity Brokerage Service, LLC, (Fidelity) and its subsidiary National Financial Services, LLC, (NFS) a FINRA registered securities broker/dealer.

Client authorizes us to designate NFS to provide trade execution and custodial services with respect to Advisory Assets. Services provided by NFS in this capacity are governed by a separate agreement between Client and NFS. Not all advisors require Clients to direct brokerage services. We do not receive additional compensation, including research or other soft dollar benefits, for such direction.

Client acknowledges that by authorizing us to direct brokerage, Client may not receive the benefit of the lowest trade price then available for any particular transaction for their Accounts. In effecting brokerage transactions, we may consider not only available prices and commission rates (including the fact that certain transactions effected through NFS are included in the Advisory Fee), but also other relevant factors such as execution capabilities, research and other services provided by the broker-dealer. We will have the authority to effect transactions for the Accounts with or through another broker, dealer or bank if we, believe that best execution of transactions may be obtained through such other broker, dealer or bank, including any broker-dealer that is affiliated with us. Client agrees to furnish any such broker, dealer or bank such authorizations as

any of them or we may request to implement the provisions of this Agreement. Client acknowledges that neither Fidelity nor NFS provide investment advice or investment advisory services in connection with this agreement.

When we deem a transaction to be in the best interests of the Client as well as other Clients, to the extent permitted by applicable law and regulation, we are permitted to aggregate multiple Client orders to obtain what is believed will be the most favorable price and/or lower execution costs at the time of execution.

We will not be responsible for any action or inaction taken by any broker, dealer or bank or any loss incurred by reason of any action or inaction of any broker, dealer or bank.

Client authorizes us to instruct all brokers, dealers and banks that effect transactions for or with the Accounts to forward confirmations of transactions for Client's Accounts to us.

## **Review of Accounts**

We provide account reviews to all Advisory Clients. Reviews are conducted to ensure conformity to investment policy guidelines, established asset allocation strategies and the stated needs of and objectives of the individual Client. We will contact Client at least annually to determine whether there have been any changes in Client's financial situation or investment objectives, and whether Client wishes to impose any reasonable restrictions on the management of Client's account. We utilize a performance reporting service provided by Orion to monitor individual account performance for custom managed accounts and model portfolio performance. Performance reporting provided by Orion is calculated according to industry standards and is applied to each account or combination of several related accounts for a household's or family's assets or to groups of accounts in each asset allocation model for internal composite purposes.

Clients receiving general investment advice for a negotiated hourly or set fee will receive reports as agreed upon in the Advisory Services Agreement. These reports will be provided by the Investment Advisor Representative (IAR) and will be of a nature dictated by the scope of the agreed upon services. These reports will generally include an aggregated portfolio allocation and performance summary.

## **Client Referrals and Other Compensation**

We do not receive compensation or other economic benefit from anyone that is not a Client for providing Client services.

We do not provide compensation or other economic benefit to any third party for Client referrals.

## **Account Reporting**

Client will receive a monthly statement providing a detailed list of holdings with valuations and account activity from the custodian and clearing firm, NFS. Additionally NFS and/or Orion will make available, generally updated on a daily basis (dependent on successful reconciliation with the Custodian's records), the following information for each Program Client account: (i) account holdings and performance information, (ii) account transactions, (iii) contributions and withdrawals and (iv) current market value of the account.

Advisor will make available for electronic delivery a quarterly report that includes a description of all activity in each Program Client's account(s) during the previous month, including all of the following: (i) an asset summary and performance section, (ii) comparative indices, (iii) all transactions made on behalf of the account(s), (iv) all contributions and withdrawals made by the Program Client, (v) all fees charged to the Accounts, the asset value of the Accounts for Advisory Fee calculation purposes and the Advisory Fee calculation, and (vi) information indicating the market value of the account(s) at the beginning and end of the period, as well as the cost, market value and estimated annual income of each of the Program assets. We have contracted with Orion to produce and deliver these quarterly reports on our behalf. The report will also include a statement to the effect that Client should contact us if there have been any changes in Client's financial situation or investment objectives, if Client wishes to impose reasonable restrictions on the management of Client's account or if Client wishes to reasonably modify existing restrictions and such statement will explain to Client the means by which contact with us may be made.

## **Investment Discretion**

Advisory Clients are required to grant full discretionary investment authority to us and to invest, reinvest, sell, exchange and otherwise deal with assets in their accounts, including without limitation the authority to select, allocate and reallocate the assets in Client's accounts. Each Client's account is managed on the basis of the Client's individual financial situation. Each Client has the opportunity to select the account's investment objective and impose reasonable restrictions on the management of assets in

the account. In addition, Clients will be contacted annually and notified quarterly, in order to confirm the accuracy of information regarding this Client.

## **Custody**

We may have custody of client funds and securities under the terms of SEC Rule 206(4)-2 (the custody rule). As of January 3, 2017 we had custody of client funds and securities in the amount of \$2,188,943.50.

## **Voting Client Securities**

As a matter of firm policy and practice, we do not have any authority to and do not vote proxies on behalf of advisory Clients. Clients retain the responsibility for receiving and voting proxies for any and all securities maintained in Client portfolios. We may provide advice to Clients regarding the Clients' voting of proxies.

## **Financial Information**

Registered investment advisors are required in this item to provide you with certain financial information or disclosures about the advisors' financial condition. We have no financial commitment that impairs our ability to meet contractual and fiduciary commitments to Clients. We have never been the subject of a bankruptcy proceeding.

## **Investment Committee**

Our investment committee consists of Paul Means, John Dudley, Zachary Means, David Cust, Ryan Willette and Wes Leighton.

## **Requirements for SEC Registered Advisors**

### **Paul B. Means, President**

Paul is a 43 year securities industry veteran, having first joined the firm in 1971. A graduate of the University of Maine, he holds FINRA Series 00, 1, 27, 53 and 63 securities designations. Paul was born on October 20, 1948.

### **Zachary P. Means, Chief Executive Officer**

Zach came to Means in July 2009. Zach holds a Masters degree in Marketing Analytics from Bentley College's McCallum Graduate School. He holds FINRA Series 7, 63 and 65

securities designations in addition to Maine Life and Variable Annuities licenses. Zach was born February 1, 1984.

**John R. Dudley, Senior Vice President, Chief Compliance Officer**

John joined the firm as Operations Manager and Chief Compliance Officer in 2001. John studied Business Administration at the University of Maine and holds FINRA Series 7, 24 and 66 registrations and Maine Life and Variable Annuities licenses. He was born February 28, 1960.

**David A. Cust, Financial Advisor**

David joined the firm in May of 2006. He earned a Bachelors degree in Public Accounting from Husson University and holds FINRA Series 4, 7, 63 and 65 registrations. Dave also holds Maine Life and Variable Annuities licenses. Dave was born October 13, 1963.

**Wesley E. Leighton, Jr., Financial Advisor**

Wes joined Means in March of 2015. He retired from the Federal Aviation Administration in 2013 following a 31 year career as an Air Traffic Controller. Wes studied Business Administration at the University of Maine and completed FAA Air Traffic Control training. Wes holds FINRA Series 4, 7 and 66 registrations as well as Maine Life and Variable Annuities licenses. Wes was born on October 23, 1957.

**Ryan P. Willette, Vice President, Chief Development Officer**

Ryan brought his significant industry experience in high net worth private banking to Means in June of 2015. He holds a Masters in Business Administration from Keller School of Management in addition to a Bachelors degree from the University of Maine. Ryan has FINRA Series 6, 7, 63 and 65 registrations as well as Maine Life and Variable Annuities licenses. Ryan's date of birth is December 25, 1980.

**Alexander M. Means, Financial Advisor**

Alex Joined Means in January of 2017. He is a native of Orono, Maine and a graduate of Furman University with a Bachelor of Arts in Business Administration. After spending 3 years in sports marketing, Alex joined the Financial Services industry in 2010 and moved to Greenville, SC in 2013 where he now lives with his wife, Katie. Alex holds FINRA Series 7 and 66 registrations as well as South Carolina Life and Variable Annuities licenses. Alex was born on February 3, 1986.

## **Brochure Supplement**

### **Paul B. Means, President**

Updated: January 3, 2017

**This Brochure Supplement provides information about Paul B. Means that supplements the Means Wealth Management Brochure. Please contact our Chief Compliance Officer, John Dudley if you have any questions about the contents of this supplement. Additional information about Paul is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

#### **Educational Background and Business Experience**

Paul is a 45 year securities industry veteran, having first joined the firm in 1971. A graduate of the University of Maine, Paul holds FINRA Series 00, 1, 27, 53 and 63 securities designations. Paul was born on October 20, 1948.

#### **Disciplinary Information**

Registered investment advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item.

#### **Other Business Activities**

Paul is also a Registered Representative of Means Wealth Management. Please review the section titled Potential Conflicts on page 7 of Part 2A of this document.

#### **Additional Compensation**

Paul receives no additional compensation for advisory services from non-Clients.

#### **Supervision**

All activity in Paul's Client accounts, including the New Account forms, suitability determination, model management and trading activity is supervised by the Chief Compliance Officer, John Dudley. John may be reached at this office.

# Zachary P. Means, CEO

Updated: January 3, 2017

**This Brochure Supplement provides information about Zachary P. Means that supplements the Means Wealth Management Brochure. Please contact our Chief Compliance Officer, John Dudley if you have any questions about the contents of this supplement. Additional information about Zach is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## **Educational Background and Business Experience**

Zach came to Means in July 2009. Prior to joining the firm Zach worked for Maine Printing Company of Portland, Maine from February 2008 to June 2009. Before that he was a full-time student. Zach holds a Masters degree in Marketing Analytics from Bentley College's McCallum Graduate School. He holds FINRA Series 7, 63 and 65 designations. Zach was born February 1, 1984.

## **Disciplinary Information**

Registered investment advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item.

## **Other Business Activities**

Zach is also a Registered Representative of Means Wealth Management. Please review the section titled Potential Conflicts on page 7 of Part 2A of this document.

## **Additional Compensation**

Zach receives no additional compensation for advisory services from non-Clients.

## **Supervision**

All activity in Zach's Client accounts, including the New Account forms, suitability determination, model management and trading activity is supervised by the Chief Compliance Officer, John Dudley. John may be reached at this office.

# John R. Dudley, Senior Vice President

Updated: January 3, 2017

**This Brochure Supplement provides information about John R. Dudley that supplements the Means Wealth Management Brochure. Please contact our President, Paul Means if you have any questions about the contents of this supplement. Additional information about John is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## **Educational Background and Business Experience**

John joined the firm as Operations Manager and Chief Compliance Officer in 2001. John studied Business Administration at the University of Maine and holds FINRA Series 7, 24 and 66 securities designations. He was born February 28, 1960.

## **Disciplinary Information**

Registered investment advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item.

## **Other Business Activities**

John has no other business activities which would be applicable to this item.

## **Additional Compensation**

John is also a Registered Representative of Means Wealth Management. Please review the section titled Potential Conflicts on page 7 of Part 2A of this document.

## **Supervision**

All activity in John's Client accounts, including the New Account forms, suitability determination, model management and trading activity is supervised by the President, Paul Means and/or CEO Zach Means. They may be reached at this office.



## David A. Cust, Financial Advisor

Updated: January 3, 2017

**This Brochure Supplement provides information about David A. Cust that supplements the Means Wealth Management Brochure. Please contact our Chief Compliance Officer, John Dudley if you have any questions about the contents of this supplement.**

**Additional information about Dave is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

### **Educational Background and Business Experience**

David joined the firm in May of 2006. He earned a Bachelors degree in Public Accounting from Husson University and holds FINRA Series 4, 7, 63 and 65 registrations. Dave was born October 13, 1963.

### **Disciplinary Information**

Registered investment advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item.

### **Other Business Activities**

Dave is also a Registered Representative of Means Wealth Management. Please review the section titled Potential Conflicts on page 7 of Part 2A of this document.

### **Additional Compensation**

Dave receives no additional compensation for advisory services from non-Clients.

### **Supervision**

All activity in Dave's Client accounts, including the New Account forms, suitability determination, model management and trading activity is supervised by the Chief Compliance Officer, John Dudley. John may be reached at this office.

## Wesley E. Leighton, Jr., Financial Advisor

Updated: January 3, 2017

**This Brochure Supplement provides information about Wesley E. Leighton, Jr. that supplements the Means Wealth Management Brochure. Please contact our Chief Compliance Officer, John Dudley if you have any questions about the contents of this supplement. Additional information about Wes is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

### **Educational Background and Business Experience**

Wes joined Means in March of 2015. Wes studied Business Administration at the University of Maine and completed FAA Air Traffic Control training. Wes holds FINRA Series 4, 7 and 66 registrations as well as Maine Life and Variable Annuities licenses. Wes was born on October 23, 1957.

### **Disciplinary Information**

Registered investment advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item.

### **Other Business Activities**

Wes is also a Registered Representative of Means Wealth Management. Please review the section titled Potential Conflicts on page 7 of Part 2A of this document.

### **Additional Compensation**

Wes receives no additional compensation for advisory services from non-Clients.

### **Supervision**

All activity in Wes' Client accounts, including the New Account forms, suitability determination, model management and trading activity is supervised by the Chief Compliance Officer, John Dudley. John may be reached at this office.

## Ryan P. Willette, Vice President

Updated: January 3, 2017

**This Brochure Supplement provides information about Ryan P. Willette that supplements the Means Wealth Management Brochure. Please contact our Chief Compliance Officer, John Dudley if you have any questions about the contents of this supplement. Additional information about Ryan is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

### **Educational Background and Business Experience**

Ryan brought his significant industry experience in high net worth private banking to Means in June of 2015. He holds a Masters in Business Administration from Keller School of Management in addition to a Bachelors degree from the University of Maine. Ryan has FINRA Series 6, 7, 63 and 65 registrations as well as Maine Life and Variable Annuities licenses. Ryan's date of birth is December 25, 1980.

### **Disciplinary Information**

Registered investment advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item.

### **Other Business Activities**

Ryan is also a Registered Representative of Means Wealth Management. Please review the section titled Potential Conflicts on page 7 of Part 2A of this document.

### **Additional Compensation**

Ryan receives no additional compensation for advisory services from non-Clients.

### **Supervision**

All activity in Ryan's Client accounts, including the New Account forms, suitability determination, model management and trading activity is supervised by the Chief Compliance Officer, John Dudley. John may be reached at this office.

# Alexander M. Means, Financial Advisor

Updated: January 3, 2017

**This Brochure Supplement provides information about Alexander M. Means that supplements the Means Wealth Management Brochure. Please contact our Chief Compliance Officer, John Dudley if you have any questions about the contents of this supplement. Additional information about Alex is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## **Educational Background and Business Experience**

Alex Joined Means in January of 2017. He is a native of Orono, Maine and a graduate of Furman University with a Bachelor of Arts in Business Administration. After spending 3 years in sports marketing, Alex joined the Financial Services industry in 2010 and moved to Greenville, SC in 2013 where he now lives with his wife, Katie. Alex holds FINRA Series 7 and 66 registrations as well as South Carolina Life and Variable Annuities licenses. Alex was born on February 3, 1986.

## **Disciplinary Information**

Registered investment advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. Alex was discharged from his previous position as a Financial Advisor at LPL Financial LLC for a violation of that firm's document signature policy.

## **Other Business Activities**

Alex is also a Registered Representative of Means Wealth Management. Please review the section titled Potential Conflicts on page 7 of Part 2A of this document.

## **Additional Compensation**

Alex receives no additional compensation for advisory services from non-Clients.

## **Supervision**

All activity in Alex' Client accounts, including the New Account forms, suitability determination, model management and trading activity is supervised by the Chief Compliance Officer, John Dudley. John may be reached at this office.

# Zachary P. Abbotoni, Financial Advisor

Updated: January 3, 2017

**This Brochure Supplement provides information about Zachary P. Abbotoni that supplements the Means Wealth Management Brochure. Please contact our Chief Compliance Officer, John Dudley if you have any questions about the contents of this supplement. Additional information about Zach is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## **Educational Background and Business Experience**

Zach joined Means as an intern in June of 2016 and was hired full time in December of 2016. Zach obtained bachelors degrees in both finance and risk management from the University of Southern Maine, and holds FINRA Series 7 and 66 designations. Zach was born October 21, 1992.

## **Disciplinary Information**

Registered investment advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item.

## **Other Business Activities**

Zach is also a Registered Representative of Means Wealth Management. Please review the section titled Potential Conflicts on page 7 of Part 2A of this document.

## **Additional Compensation**

Zach receives no additional compensation for advisory services from non-Clients.

## **Supervision**

All activity in Zach's Client accounts, including the New Account forms, suitability determination, model management and trading activity is supervised by the Chief Compliance Officer, John Dudley. John may be reached at this office.