

Means Wealth Management

Registered Investment Advisor

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

802 Stillwater Ave.
Bangor, ME 04401
207-947-6763
www.meanswealth.com

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. 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. Registration as an Investment Advisor does not imply any level of skill or training.

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

Updated: March 21, 2018

**Means Wealth Management
Advisory Brochure
2018 Summary of Material Changes**

Since this firm's Brochure was last updated on January 3, 2017, there have been no material changes in personnel or business operations. As of March 20, 2018, Means managed over \$314,100,000 in Client advisory accounts on a discretionary basis.

If you wish to receive a free copy of the 2018 Brochure please contact Eric G. Woodbury, Chief Compliance Officer at 207-947-6763 or eric.woodbury@meanswealth.com. Our Brochure is also available on our web site www.meanswealth.com.

Additional information about Means Wealth Management is available on the SEC's web site www.adviserinfo.sec.gov. The SEC's web site provides information about management and investment advisor representatives of Means Wealth Management.

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Advisory Business

Means Wealth Management (“Means” or the “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). Means began doing business in Bangor, Maine as a broker-dealer in 1935.

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

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. Its Investment Advisor Representatives (Advisors) provide the following:

- Assessment of Client investment needs and objectives, and tax and risk tolerance;
- Development of an asset allocation strategy designed to meet each Client’s objectives;
- Recommendations on suitable style allocations;
- Identification and evaluation of suitable investments and investment vehicles; and
- Engagement of investment vehicles on behalf of Clients.

Once an account is established, Means provides:

- Ongoing monitoring of performance;
- Review of Client accounts to ensure adherence to policy guidelines and asset allocation;
- Market updates and educational materials;
- Account rebalancing when deemed prudent;
- Reporting of Client account performance (net of fees) and progress; and
- Fully integrated back office support systems, including custody, trade execution, and cashiering as requested.

We evaluate and recommend investments in mutual funds, other types of investment companies, and individual stocks and bonds. For some clients, we may also purchase options and other types of securities. Means can accommodate most Client requested customizations to its model portfolios.

Planning Services - We offer financial planning and consulting services that may involve investment advice for a negotiable fee. The fee may be hourly or a fixed amount. Financial plans may demonstrate a Client's progress and alternatives in meeting certain goals, such as retirement.

As of March 20, 2018, we managed over \$314,100,000 in Client advisory accounts on a discretionary basis.

Fees and Compensation

Advisory Fees charged are calculated as an annual percentage of assets based on the market value of an account at the end of each calendar quarter. Advisory Fees are charged in advance and prorated if necessary. The level of the Advisory Fee may vary with the amount of assets under management and the investment styles and options utilized. Clients may receive comparable services from other sources at different fee rates.

If there is insufficient cash in an account at the time the Advisory Fee is to be paid, the Client understands and acknowledges that we may sell an amount of Account Assets to generate sufficient cash to make payment. This may create a taxable gain or tax loss for the Client. If Assets are illiquid and we determine their sale is not feasible, the Client will be invoiced for the period. 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 a Client Agreement is terminated and all Account Assets are withdrawn from the Program prior to the end of a quarter, the pro rata portion of the Advisory Fee will be reimbursed.

The standard fee schedule for Investment Advisory Services is as follows:

Amount Invested	Fee
\$250,000-\$500,000	1.60%
Next \$500,000	1.25%
Above\$1,000,000	1.00%

The minimum account fee is \$4,000 per annum. Means reserves the right to make exceptions to its minimums by agreement. Non-discretionary accounts may pay a substantially lower fee.

We do not charge commissions, markups, mutual fund transaction fees or custodial fees. When screening mutual funds, we only recommend “no-load” or load-waived funds, and do not accept any fees from the funds or their sponsors. Fidelity, as custodian, may receive transaction fees on certain trades for accounts paying a lower advisory fee.

Performance-Based Fees and Side-By-Side Management

We do not charge any performance-based fees (those based on a share of capital gains on or capital appreciation of the assets of a Client). Therefore, we do not have a conflict-of-interest in managing Accounts side-by-side with performance-based fee accounts.

Types of Clients

We provide portfolio management services to individuals, high net worth individuals, trusts, estates, non-profit organizations, corporations and other business entities. Our minimum account size is \$250,000, which may be waived in some cases.

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 utilizes model portfolios based upon investment objectives and risk tolerances. An Advisor, after evaluating a Client’s demographic, financial and other information, will customize the Client’s investments. Portfolio construction requires consideration of asset allocation, position weightings, diversification and other factors. Risk tolerance may result in an investment strategy designed for growth (aggressive), moderate growth, balanced, conservative or preservation of capital. Both active and passive (index-based) management styles may be used.

Changes in a Client’s investment profile may warrant significant alteration of a portfolio’s holdings. Means requests that Clients inform their Advisor, in writing on a timely basis, of any material changes in Client’s financial situation and/or investment

objectives which may justify a change.

Because of Client customization, an investment change may not be made consistently throughout all portfolios with the same investment objective. In all instances, the Advisor has an obligation to act in the best interests of the Client.

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. We utilize commercially available research tools to evaluate investment products (such as mutual funds) and their managers. Among the types of information analyzed are historical performance, investment philosophy, investment style, historical volatility and correlation across asset classes.

Our investment committee consists of Paul Means, Zachary Means, Ryan Willette, Zachary Abbotoni and Wesley Leighton.

Disciplinary Information

As informed by relevant law, Means Wealth Management has no material facts regarding any legal or disciplinary events relevant to a Client's evaluation of our business or the integrity of management. None of our personnel have had any securities regulator impose sanctions against them.

Other Financial Industry Activities and Affiliations

Means Wealth Management is also a FINRA registered securities broker/dealer. Approximately 10% of the firm's time is spent as such. This line of business is expected to be phased out in 2018. Approximately 88% 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.

Means Wealth Management offers securities through Fidelity Brokerage Services, LLC. The cost to Clients for individual investments provided may be more or less than the cost to brokerage Clients for the same underlying investments. As a broker or dealer, we may occasionally buy or sell securities to or from brokerage Clients. Our employees also own securities through brokerage accounts.

Code of Ethics

Our employees may purchase or sell securities that are recommended to, or purchased or sold for, Clients. Investment decisions made by 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 certain securities are exempt as permitted by SEC rule.

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 are 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. The Chief Compliance Officer may recommend to management the imposition of sanctions, including suspension of personal investing privileges, and termination of employment.

Our Code of Ethics is available on our website and will be furnished to Clients or prospective Clients upon request.

Brokerage Practices

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

Each Client must authorize us to designate NFS to provide trade execution and custodial services with respect to their Account. 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, such as research or other “soft dollar” benefits from NFS.

By authorizing us to direct brokerage, a Client may not receive the benefit of the lowest trade price then available for any particular transaction so this practice may cost Clients more money in some cases. We regularly monitor the competitiveness of Fidelity executions. 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 multiple Clients, to the extent permitted by applicable law and regulation, we may 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.

Review of Accounts and Reporting

We offer in-person account reviews to all Advisory Clients at least annually. Reviews are conducted by the Advisor managing an account 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 each Client at least annually to determine whether there have been any changes in the Client's financial situation or investment objectives, and whether the Client wishes to impose any new or modified restrictions.

We provide quarterly written performance reporting (net of fees) for all Accounts, through a service provided by Orion consistent with industry standards. This report also contains the Advisor's fee calculation for the applicable time period. We can also provide through Orion certain additional detailed account information electronically on a periodic basis.

Clients also receive a monthly statement providing a detailed list of holdings with valuations and account activity directly from the custodian and clearing firm, NFS. Additionally, NFS 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.

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 direct or indirect compensation to any third party for Client referrals.

Custody

We may be deemed by regulation to have custody over certain Client Accounts for which we serve as trustee. Clients should carefully review all account statements received from all sources.

Investment Discretion

Advisory Clients are required to grant full discretionary investment authority to Means 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 accounts. Each 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 risk tolerance. Means can accommodate most client requested customizations to its model portfolios.

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 their portfolios. We may provide advice to Clients regarding the Clients' voting of proxies.

Financial Information

Means has 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.

Brochure Supplement

Paul B. Means, President

Means Wealth Management
802 Stillwater Avenue
Bangor, Maine 04401
207-447-6763

Updated: March 21, 2018

This Brochure Supplement provides information about Paul B. Means that supplements the Means Wealth Management Brochure. Please contact our Chief Compliance Officer, Eric G. Woodbury, 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.

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 licenses. Paul was born on October 20, 1948.

Disciplinary Information

Registered investment advisors are required to disclose all 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 entitled Other Financial Industry Activities and Affiliations in Part 2A of this Form ADV.

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, Eric G. Woodbury. Eric may be reached at this office.

Zachary P. Means, CEO

Means Wealth Management
802 Stillwater Avenue
Bangor, Maine 04401
207-447-6763

Updated: March 21, 2018

This Brochure Supplement provides information about Zachary P. Means that supplements the Means Wealth Management Brochure. Please contact our Chief Compliance Officer, Eric G. Woodbury, 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.

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 securities licenses. Zach was born February 1, 1984.

Disciplinary Information

Registered investment advisors are required to disclose all 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 entitled Other Financial Industry Activities and Affiliations in Part 2A of this Form ADV.

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, Eric G. Woodbury. Eric may be reached at this office.

John R. Dudley, Senior Vice President

Means Wealth Management
802 Stillwater Avenue
Bangor, Maine 04401
207-447-6763

Updated: March 21, 2018

This Brochure Supplement provides information about John R. Dudley that supplements the Means Wealth Management Brochure. Please contact our Chief Compliance Officer, Eric G. Woodbury, 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.

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 licenses. He was born February 28, 1960.

Disciplinary Information

Registered investment advisors are required to disclose all 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 is also a Registered Representative of Means Wealth Management. Please review the section entitled Other Financial Industry Activities and Affiliations in Part 2A of this Form ADV.

Additional Compensation

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

Supervision

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

David A. Cust, Financial Advisor

Means Wealth Management
802 Stillwater Avenue
Bangor, Maine 04401
207-447-6763

Updated: March 21, 2018

This Brochure Supplement provides information about David A. Cust that supplements the Means Wealth Management Brochure. Please contact our Chief Compliance Officer, Eric G. Woodbury, 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.

Educational Background and Business Experience

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

Disciplinary Information

Registered investment advisors are required to disclose all 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 entitled Other Financial Industry Activities and Affiliations in Part 2A of this Form ADV.

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, Eric G. Woodbury. Eric may be reached at this office.

Wesley E. Leighton, Jr., Financial Advisor

Means Wealth Management
802 Stillwater Avenue
Bangor, Maine 04401
207-447-6763

Updated: March 21, 2018

This Brochure Supplement provides information about Wesley E. Leighton, Jr. that supplements the Means Wealth Management Brochure. Please contact our Chief Compliance Officer, Eric G. Woodbury, 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.

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 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 entitled Other Financial Industry Activities and Affiliations in Part 2A of this Form ADV.

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, Eric G. Woodbury. Eric may be reached at this office.

Ryan P. Willette, Vice President

Means Wealth Management
802 Stillwater Avenue
Bangor, Maine 04401
207-447-6763

Updated: March 21, 2018

This Brochure Supplement provides information about Ryan P. Willette that supplements the Means Wealth Management Brochure. Please contact our Chief Compliance Officer, Eric G. Woodbury, 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.

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 securities licenses 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 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 entitled Other Financial Industry Activities and Affiliations in Part 2A of this Form ADV.

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, Eric G. Woodbury. Eric may be reached at this office.

Alexander M. Means, Financial Advisor

330 East Coffee Street
Greenville, South Carolina
864-527-5920

Updated: March 21, 2018

This Brochure Supplement provides information about Alexander M. Means that supplements the Means Wealth Management Brochure. Please contact our Chief Compliance Officer, Eric G. Woodbury, 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.

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 securities licenses 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 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 an oversight involving that firm's document signature policy.

Other Business Activities

Alex is also a Registered Representative of Means Wealth Management. Please review the section entitled Other Financial Industry Activities and Affiliations in Part 2A of this Form ADV.

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, Eric G. Woodbury. Eric may be reached at this office.

Zachary P. Abbotoni, Financial Advisor

Means Wealth Management
802 Stillwater Avenue
Bangor, Maine 04401
207-447-6763

Updated: March 21, 2018

This Brochure Supplement provides information about Zachary P. Abbotoni that supplements the Means Wealth Management Brochure. Please contact our Chief Compliance Officer, Eric G. Woodbury, 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.

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 Bachelor's degrees in both finance and risk management from the University of Southern Maine, and holds FINRA Series 7 and 66 securities licenses. Zach was born October 21, 1992.

Disciplinary Information

Registered investment advisors are required to disclose all 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 entitled Other Financial Industry Activities and Affiliations in Part 2A of this Form ADV.

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, Eric G. Woodbury. Eric may be reached at this office.