

Wrap Fee Program Brochure

Form ADV 2A - Appendix 1 Item 1 - Cover Page

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This brochure provides information about the qualifications and business practices of Fuller Wealth Management, LLC, d/b/a XO Wealth Management ("XO Wealth Management"). If you have any questions about the contents of this brochure, please contact us at 972-335-8000. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission ("SEC") or by any state authority.

XO Wealth Management is an investment advisory firm registered with the appropriate regulatory authority. Registration does not imply a certain level of skill or training. Additional information about XO Wealth Management is also available on the SEC's website at www.AdviserInfo.sec.gov.

Item 2 - Material Changes

This is the initial Wrap Fee Program Brochure (the “Wrap Brochure”) of XO Wealth Management, and it is prepared according to the SEC’s requirements and rules. In the future, this Item will discuss only specific material changes that are made to the Wrap Brochure and will provide clients with a summary of such changes. The Wrap Brochure will also reference the date of XO Wealth Management’s last annual updating amendment. XO Wealth Management will provide you with a new Wrap Brochure as necessary based on changes, new information, or at your request, at any time, without charge.

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Item 4 - Services, Fees and Compensation

XO Wealth Management was formed in 2015 and provides financial planning, portfolio management, and general consulting services to its clients. Certain portfolio management services may be offered through the "XO Wealth Wrap Fee Program" or the "Program," which has been designed to simplify the payment of management fees and brokerage expenses.

Matthew Fuller is the sole principal owner of XO Wealth Management. The Brochure Supplement (ADV Part 2B) provides more information about Mr. Richardson.

At the outset of each client relationship, XO Wealth Management spends time with the client, asking questions, discussing the client's investment experience and financial circumstances, and reviewing options for the client. Based on its reviews, XO Wealth Management generally develops with each client an understanding of the client's financial circumstances and goals, and the client's risk tolerance level (the "Financial Profile"), as well as, the client's investment objectives and guidelines (the "Investment Plan").

The Financial Profile is a reflection of the client's current financial picture and a look to the future goals of the client. The Investment Plan outlines the types of investments XO Wealth Management will make on behalf of the client in order to meet those goals. The elements of the Financial Profile and the Investment Plan are discussed periodically with each client, but are not necessarily written documents.

Where XO Wealth Management provides general consulting services, XO Wealth Management will work with the client to prepare an appropriate summary of the specific project(s) to the extent necessary or advisable under the circumstances.

Financial Planning

XO Wealth Management offers limited financial planning services to those clients in need of such service in conjunction with Portfolio Management services. XO Wealth Management's limited financial planning services normally address areas such as general cash flow planning, retirement planning, and insurance analysis. The goal of this service is to assess the financial circumstances of the client in order to more effectively develop the client's Investment Plan. Financial Planning is not offered as a stand-alone service or for a separate fee, but is typically provided to clients in conjunction with the management of the portfolio.

Portfolio Management

As described above, at the beginning of a client relationship, XO Wealth Management meets with the client, gathers information, and performs research and analysis as necessary to understand the client's Investment Plan.

To implement the client's Investment Plan, XO Wealth Management will manage the client's investment portfolio on a discretionary basis. As a discretionary investment adviser, XO Wealth Management will have the authority to supervise and direct the portfolio without prior consultation with the client.

Notwithstanding the foregoing, clients may impose certain written restrictions on XO Wealth Management in the management of their investment portfolios, such as prohibiting the inclusion of certain types of investments in an investment portfolio or prohibiting the sale of certain investments held in the account at the commencement of the relationship. Each client should note,

however, that restrictions imposed by a client may adversely affect the composition and performance of the client's investment portfolio. Each client should also note that his or her investment portfolio is treated individually by giving consideration to each purchase or sale for the client's account. For these and other reasons, performance of client investment portfolios within the same investment objectives, goals and/or risk tolerance may differ and clients should not expect that the composition or performance of their investment portfolios would necessarily be consistent with similar clients of XO Wealth Management.

Separate Account Managers

When appropriate and in accordance with the Investment Plan for a client, XO Wealth Management may utilize one or more Separate Account Managers (each, a "Manager"). Having access to various Managers offers a wide variety of manager styles, and offers clients the opportunity to utilize more than one Manager if necessary to meet the needs and investment objectives of the client. XO Wealth Management will usually select the Manager(s) it deems most appropriate for the client. Factors that XO Wealth Management considers in recommending/selecting Managers generally includes the client's stated investment objective(s), management style, performance, risk level, reputation, financial strength, reporting, pricing, and research.

The Manager(s) will generally be granted discretionary trading authority to provide investment supervisory services for the portfolio. Under most circumstances, XO Wealth Management retains the authority to terminate the Manager's relationship or to add new Managers without specific client consent.

In any case, with respect to assets managed by a Manager, XO Wealth Management's role will be to monitor the overall financial situation of the client, to monitor the investment approach and performance of the Manager(s), and to assist the client in understanding the investments of the portfolio.

General Fee Information

XO Wealth Management generally offers clients with at least \$100,000 under management the opportunity to participate in the XO Wealth Wrap Fee Program. Fees paid by clients to participate in the XO Wealth Wrap Fee Program generally include brokerage expenses (*i.e.*, commissions, ticket charges, etc.), charges for custody services, the management fee paid to XO Wealth Management and the fees of any Managers, if applicable. Under the all-inclusive billing arrangement, XO Wealth Management will assess one client fee that captures the management, brokerage, custody and administrative portions collectively.

Fees paid to XO Wealth Management are exclusive of and distinct from the fees and expenses charged by mutual funds, ETFs (exchange traded funds) or other investment pools to their shareholders (generally including a management fee and fund expenses, as described in each fund's prospectus or offering materials). Clients may pay certain fees in addition to the fees of the XO Wealth Wrap Fee Program, such as margin interest, check fees, trade-away fees, odd lot differentials and other similar types of fees. Any portion of XO Wealth Wrap Fee Program fees that XO Wealth Management does not pay to third parties in connection with transaction and execution expenses is retained by XO Wealth Management. Because of this, XO Wealth Management may have a disincentive to trade securities in client accounts, as XO Wealth Management's overall compensation under this arrangement may be greater than it is for clients that do not participate in the XO Wealth Wrap Fee Program. However, XO Wealth Management pays a flat fee (which may vary by client) for all transaction and execution expenses to help mitigate against this conflict of interest.

The client should review all fees charged by funds, XO Wealth Management and others to fully understand the total amount of fees paid by the client for investment and financial-related services. Clients participating in the XO Wealth Wrap Fee Program may pay higher or lower fees than clients purchasing such services separately, depending on the cost of services if provided separately and the level of trading in a particular client's account.

Wrap Program Fee Information

Please see **Item 5 - Fees and Compensation** of ADV Part 2A for more information regarding the XO Wealth Wrap Fee Program fees.

Separate Account Manager Fees

When one or more Managers are utilized, the Manager(s)' fees will generally be included in the fee payable through the XO Wealth Wrap Fee Program.

Item 5 - Account Requirements and Types of Clients

XO Wealth Management serves individuals, pension and profit-sharing plans, corporations, trusts, estates and charitable organizations. With some exceptions, XO Wealth Management requires that a client have a minimum of \$100,000 under management to participate in the XO Wealth Wrap Fee Program.

Item 6 - Portfolio Manager Selection and Evaluation

The XO Wealth Wrap Fee Program was designed to simplify for clients the payment of management fees and brokerage expenses. The Program does not select advisers in addition to XO Wealth Management, which is the only portfolio manager for the Program. Please refer to additional information found in the following Items of ADV Part 2A, which accompanies this Wrap Brochure: **Item 4 - Advisory Business; Item 6 - Performance-Based Fees and Side-By-Side Management; Item 8 - Methods of Analysis, Investment Strategies and Risk of Loss; and Item 17 - Voting Client Securities.**

Item 7 - Client Information Provided to Portfolio Managers

XO Wealth Management is the only portfolio manager under the XO Wealth Wrap Fee Program. XO Wealth Management may utilize Managers and other sub-advisers at its discretion.

Item 8 - Client Contact with Portfolio Managers

XO Wealth Management is the only direct portfolio manager under the XO Wealth Wrap Fee Program. No restrictions are placed on a client's ability to contact or consult with XO Wealth Management.

Item 9 - Additional Information

Neither XO Wealth Management nor its Management Persons have any disciplinary disclosure required. Please refer to additional information found in the following Items of ADV Part 2A: **Item 9 - Disciplinary Information; Item 10 - Other Financial Industry Activities and Affiliations; Item 11 - Code of Ethics, Participation or Interest in Client Transactions and Personal Trading; Item**

13 - Review of Accounts; Item 14 - Client Referrals and Other Compensation; and Item 18 - Financial Information.