



Institute for Wealth Consultants, Inc.

This brochure provides information about the qualifications and business practices of Institute for Wealth Consultants, Inc.

If you have any questions about the contents of this brochure, please contact us at (972) 450-6000 or by email at: support@iwainc.com.

The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

***Additional information about Institute for Wealth Consultants, Inc. is also available on the SEC's website at www.adviserinfo.sec.gov.
Institute for Wealth Consultants, Inc.'s CRD number is: 149347***

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Item 2: Material Changes

None

Item 3: Table of Contents

Item 2: Material Changes	i
Item 3: Table of Contents.....	ii
Item 4: Advisory Business	1
A. Description of the Advisory Firm	
B. Types of Advisory Services	
Investment Advisory Services	
Selection of Other Advisors	
Services Limited to Specific Types of Investments	
C. Client Tailored Services and Client Imposed Restrictions	
D. Wrap Fee Programs	
E. Amounts Under Management	
Item 5: Fees and Compensation.....	2
A. Fee Schedule	
Investment Supervisory Services Fees	
Selection of Other Advisors Fees	
B. Payment of Fees	
Payment of Investment Supervisory Fees	
C. Clients Are Responsible For Third Party Fees	
D. Prepayment of Fees	
E. Outside Compensation For the Sale of Securities to Clients	
1. This is a Conflict of Interest	
2. Clients Have the Option to Purchase Recommended Products From Other Brokers	
3. Advisory Fees in Addition to Commissions or Markups	
Item 6: Performance-Based Fees and Side-By-Side Management	
Item 7: Types of Clients.....	3
Minimum Account Size	
Item 8: Methods of Analysis, Investment Strategies, and Risk of Investment Loss.....	4
A. Methods of Analysis and Investment Strategies	
Methods of Analysis	
Charting analysis	
Fundamental analysis	
Technical analysis	
Cyclical analysis	
Investment Strategies	
B. Material Risks Involved	
Methods of Analysis	
Fundamental analysis	
Technical analysis	
Cyclical analysis	
Investment Strategies	
C. Risks of Specific Securities Utilized	
Item 9: Disciplinary Information	5

Item 10: Other Financial Industry Activities and Affiliations.....	5
A. Registration as a Broker/Dealer or Broker/Dealer Representative	
B. Registration as a Futures Commission Merchant, Commodity Pool Operator, or a Commodity Trading Advisor	
C. Registration Relationships Material to this Advisory Business and Possible Conflicts of Interests	
D. Selection of Other Advisors or Managers, How This Adviser is Compensated for Those Selections	
Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading	6
A. Code of Ethics	
B. Recommendations Involving Material Financial Interests	
C. Investing Personal Money in the Same Securities as Clients	
D. Trading Securities At/ Around the Same Time as Clients' Securities	
Item 12: Brokerage Practices.....	6
A. Factors Used to Select Custodians and/or Broker/Dealers	
1. Research and Other Soft-Dollar Benefits	
2. Brokerage for Client Referrals	
3. Clients Directing Which Broker/Dealer/Custodian to Use	
B. Aggregating (Block) Trading for Multiple Client Accounts	
Item 13: Reviews of Accounts.....	7
A. Frequency and Nature of Periodic Reviews and Who Makes Those Reviews	
B. Factors That Will Trigger a Non-Periodic Review of Client Accounts	
C. Content and Frequency of Regular Reports Provided to Clients	
Item 14: Client Referrals and Other Compensation	7
A. Economic Benefits Provided by Third Parties for Advice Rendered to Clients (Includes Sales Awards or Other Prizes)	
B. Compensation to Non – Advisory Personnel for Client Referrals	
Item 15: Custody	7
Item 16: Investment Discretion.....	8
Item 17: Voting Client Securities (Proxy Voting).....	8
Item 18: Financial Information	8
A. Balance Sheet	
B. Financial Conditions Reasonably Likely to Impair Ability to Meet Contractual Commitments to Clients	
C. Bankruptcy Petitions in Previous Ten Years	

Item 4: Advisory Business

A. Description of the Advisory Firm

Institute for Wealth Consultants, Inc. ("IWC"), "We", "Our" or "the Firm") has been in business since March 28, 2017. Our parent company, Institute for Wealth Holdings, Inc., ("IWH") is also the parent company for Institute for Wealth Advisors, Inc. ("IWA"), an SEC registered advisor and Institute for Wealth Management, LLC, ("IWM") also an SEC registered investment advisor, an affiliated company.

B. Types of Advisory Services

We offer the following services to our investment advisory clients:

Investment Supervisory Services

IWC offers investment advisory services based on the individual goals, objectives, time horizon, and risk tolerance of each client. Investment Advisory Services include, but are not limited to, the following:

- Financial Planning
- Investment strategy selection
- Asset class selection and allocation
- Risk tolerance assessment
- Regular portfolio monitoring

Selection of Investment Managers and Strategies

We primarily direct clients to IWM for implementation of selected investment management portfolios and strategies. We are compensated via a fee share arrangement with IWM from client accounts we direct to IWM. This relationship is disclosed in each Client Enrollment Kit, containing the agreement between IWM and each of our clients

C. Client Personalized Services and Client Directed Services

We offer the same suite of services to all of our clients depending on each client's financial plan or goals and risk tolerance. Specific implementation is dependent upon the client profile which outlines each client's current situation (income, tax levels, and risk tolerance levels) and is used to construct a client specific plan to aid in the selection of a portfolio that matches restrictions, needs, and targets. Clients may impose restrictions in investing in certain securities or types of securities in accordance with their values or beliefs. If the restrictions prevent IWC from properly servicing the client account, or if the restrictions would require IWC to deviate from its standard suite of services, IWC reserves the right to end the relationship.

D. Wrap Fee Programs

We do not currently participate in wrap fee programs, nor does it receive compensation from any wrap fee programs in exchange for services provided.

E. Amounts Under Management

We refer client accounts to IWM which manages the clients' custodial relationship and assets under management:

Discretionary Amounts:	Non-discretionary Amounts:	Date Calculated:
\$ 0	\$ 0	5/24/2017

Item 5: Fees and Compensation

A. Fee Schedule

Investment Advisory Services Fees

All Assets Under Management	Annual Fee: Up To 1.95%
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These fees are negotiable and the final fee schedule is attached as an Exhibit or Addendum of the Investment Advisory Contract. Fees are paid monthly in advance, and clients may terminate their contracts with ten days' written notice. Refunds may be given on a prorated basis, based on the number of days remaining in a quarter at the point of termination. Clients may terminate their contracts without penalty, for full refund, within 5 business days of signing the advisory contract. Advisory fees are withdrawn directly from the client's accounts with client written authorization.

Selection of Other Advisors Fees

IWC may direct clients to IWM or to third party money managers, for which IWC will be compensated via a fee share from these advisors to which it directs those clients.

This relationship will be disclosed in each contract between IWC and each of these third party advisors. The fees shared will not exceed any limit imposed by any regulatory agency. Any variation to the normal fee schedule below will be disclosed to all parties.

Fees are collected monthly or quarterly in advance, and clients may terminate their agreement written notice. Refunds may be given on a prorated basis, based on the number of days remaining in a quarter at the point of termination.

B. Payment of Fees

Payment of Investment Supervisory Fees

Advisory fees are withdrawn directly from the client's accounts by the custodian with client written authorization. IWC serves as a solicitor for IWM. Fees to our IAR's are paid monthly, or quarterly in advance in accordance with our agreement with them.

C. Clients Are Responsible For Third Party Fees

Clients are responsible for the payment of all third party fees (i.e. custodian fees, ETF fees, mutual fund fees, transaction fees, etc.). Those fees are separate and distinct from the fees and expenses charged by IWC. Please see Item 12 of this brochure regarding broker/custodian.

D. Prepayment of Fees

IWC collects fees in advance. Fees that are collected in advance will be refunded based on the prorated amount of work completed at the point of termination and the total days during the billing period. Any unearned fees, paid by the client, will be returned promptly.

E. Outside Compensation For the Sale of Securities to Clients

Representatives of IWC may also be registered representatives of another third party Broker/Dealer

1. Potential Conflict of Interest

IWC does not, and will not, accept compensation for the sale of securities or other investment products. However, supervised persons who are also registered representatives with a broker-dealer may accept compensation for the sale of securities or other investment products, including asset based sales charges or services fees from the sale of mutual funds to its clients. This may present a conflict of interest and may give the supervised person an incentive to recommend products based on the compensation received rather than on the client's needs. When recommending the sale of securities or investment products for which a supervised person receives compensation, the supervised person will be required to document the conflict of interest in the client file and inform the client of the conflict of interest.

2. Clients Have the Option to Purchase Recommended Products From Other Brokers

Clients always have the option to purchase IWC recommended products through other brokers or agents that are not affiliated with IWC.

3. Advisory Fees in Addition to Commissions or Markups

Advisory fees that are charged to clients are not reduced to offset the commissions or markups on securities or investment products recommended to clients.

Item 6: Performance-Based Fees and Side-By-Side Management

IWC does not accept performance-based fees or other fees based on a share of capital gains on or capital appreciation of the assets of a client.

Item 7: Types of Clients

IWC generally provides management supervisory services to the following Types of Clients:

- ❖ Individuals
- ❖ High-Net-Worth Individuals
- ❖ Corporations or Business Entities

Minimum Account Size

Account minimum requirements vary between money managers and generally range between \$10,000 and \$100,000.

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

A. Methods of Analysis and Investment Strategies *Methods of Analysis*

IWC's various methods of analysis are performed by its respective money managers and include charting analysis, fundamental analysis, technical analysis, and cyclical analysis.

Charting analysis involves the use of patterns in performance charts. Various money managers may use this technique to search for patterns used to help predict favorable conditions for buying and/or selling a security.

Fundamental analysis involves the analysis of financial statements, the general financial health of companies, and/or the analysis of management or competitive advantages.

Technical analysis involves the analysis of past market data; primarily price and volume.

Cyclical analysis involved the analysis of business cycles to find favorable conditions for buying and/or selling a security.

Investment Strategies

IWC's various money managers may use long term trading, short term trading, short sales, margin transactions, options writing (including covered options, uncovered options, or spreading strategies).

Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.

B. Material Risks Involved

Methods of Analysis

Charting analysis strategy involves using and comparing various charts to predict long and short term performance or market trends. The risk involved in solely using this method is that only past performance data is considered without using other methods to crosscheck data. Using charting analysis without other methods of analysis would be making the assumption that past performance will be indicative of future performance. This may not be the case.

Fundamental analysis concentrates on factors that determine a company's value and expected future earnings. This strategy would normally encourage equity purchases in stocks that are undervalued or priced below their perceived value. The risk assumed is that the market will fail to reach expectations of perceived value.

Technical analysis attempts to predict a future stock price or direction based on market trends. The assumption is that the market follows discernible patterns and if these patterns can be identified then a prediction can be made. The risk is that markets do not always follow patterns and relying solely on this method may not work long term.

Cyclical analysis assumes that the markets react in cyclical patterns which, once identified, can be leveraged to provide performance. The risks with this strategy are two-fold: 1) the markets do not always repeat cyclical patterns and 2) if too many investors begin to implement this strategy, it changes the very cycles they are trying to take advantage of.

Investment Strategies

Long term trading is designed to capture market rates of both return and risk. Frequent trading, when done, can affect investment performance, particularly through increased brokerage and other transaction costs and taxes. Short term trading, short sales, margin transactions, and options writing generally hold greater risk and clients should be aware that there is a chance of material risk of loss using any of those strategies.

Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.

C. Risks of Specific Securities Utilized

IWC and its third party money managers generally seek investment strategies that do not involve significant or unusual risk beyond that of the general domestic and/or international equity markets. However, they may utilize short sales, margin transactions, and options writing. Short sales, margin transactions, and options writing generally hold greater risk of capital loss and clients should be aware that there is a chance of material risk of loss using any of those strategies.

Past performance is not a guarantee of future returns. Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.

Item 9: Disciplinary Information

There are no legal or disciplinary events related to IWC that are material to a client's or prospective client's evaluation of our advisory business or the integrity of our management.

Item 10: Other Financial Industry Activities and Affiliations

A. Registration as a Broker/Dealer or Broker/Dealer Representative

Representatives of IWC may also be registered representatives of a third party broker dealer firm.

B. Registration as a Futures Commission Merchant, Commodity Pool Operator, or a Commodity Trading Advisor

Neither IWC nor its representatives are registered as a FCM, CPO, or CTA.

C. Registration Relationships Material to this Advisory Business and Possible Conflicts of Interests

Representatives of IWC may also be licensed insurance agents & Registered Representatives of a Broker Dealer. From time to time, they will offer clients advice or products from those activities. Clients should be aware that these insurance and annuity products pay a commission and involve a possible conflict of interest, as commissionable products can conflict with the fiduciary duties of a registered investment adviser. IWC always acts in the best interest of the client.

D. Selection of Other Advisors or Managers and How This Adviser is Compensated for Those Selections

IWC primarily directs clients to the third party money managers. IWC will be compensated via a fee share from these advisors to which it directs those clients. This relationship will be disclosed in each contract between IWC and each of these third party advisors. The fees shared will not exceed any limit imposed by any regulatory agency. This may create a conflict of interest in that IWC may have an incentive to direct clients to the third party money managers that provide IWC with a larger fee split. IWC will always act in the best interests of the client, including when determining which third party manager to recommend to clients.

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

A. Code of Ethics

We have a written Code of Ethics that covers the following areas: Prohibited Purchases and Sales, Insider Trading, Personal Securities Transactions, Exempted Transactions, Prohibited Activities, Conflicts of Interest, Gifts and Entertainment, Confidentiality, Service on a Board of Directors, Compliance Procedures, Compliance with Laws and Regulations, Procedures and Reporting, Certification of Compliance, Reporting Violations, Compliance Officer Duties, Training and Education, Recordkeeping, Annual Review, and Sanctions. Clients may request a copy of our Code of Ethics from management.

B. Recommendations Involving Material Financial Interests

IWC does not recommend that clients buy or sell any security in which a related person to IWC has an undisclosed material financial interest.

C. Investing Personal Money in the Same Securities as Clients

From time to time, representatives of IWC may buy or sell securities for themselves that they also recommend to clients. IWC will always document any transactions that could be construed as conflicts of interest and will always transact client business before their own when similar securities are being bought or sold.

D. Trading Securities At/Around the Same Time as Clients' Securities

From time to time, representatives of IWC may buy or sell securities for themselves at or around the same time as clients. IWC believes that smaller lot trades incidental to portfolio allocations or rebalancing will not have a material effect on the market price of a particular security. However, for larger block transactions, representatives will be prohibited from trading non-mutual fund or non-ETF securities 5 days prior to or 5 days after trading the same security for clients.

Item 12: Brokerage Practices

A. Factors Used to Select Custodians and/or Broker/Dealers

Our Custodian was chosen based on their relatively low transaction fees and access to various investment securities, mutual funds and ETFs. IWC does not charge a premium or commission on transactions, beyond the actual cost imposed by Custodian.

1. Research and Other Soft-Dollar Benefits

IWC receives no research, product, or service other than execution from a broker-dealer or third-party in connection with client securities transactions ("soft dollar benefits"). IWC may receive research, products, or services other from its broker-dealer or another third-party in connection with client securities transactions ("soft dollar benefits"). There is no minimum client number or dollar number that IWC must meet in order to receive free research from the custodian or broker/dealer. There is no incentive for IWC to direct clients to this particular broker-dealer over other broker-dealers who offer the same services. The first consideration when recommending broker/dealers to clients is best execution.

2. Brokerage for Client Referrals

IWC receives no referrals from a broker-dealer or third party in exchange for using that broker-dealer or third party.

3. Clients Directing Which Broker/Dealer/Custodian to Use

IWC in some cases allows clients to direct brokerage. IWC may be unable to achieve most favorable execution of client transactions if clients choose to direct brokerage. This may cost clients money because without the ability to direct brokerage IWC may not be able to aggregate orders to reduce transactions costs resulting in higher brokerage commissions and less favorable prices.

Item 13: Reviews of Accounts

A. Frequency and Nature of Periodic Reviews and Who Makes Those Reviews

As a soliciting firm, periodic reviews are conducted by IWM.

B. Factors That Will Trigger a Non-Periodic Review of Client Accounts

Reviews may be triggered by material market, economic or political events, or by changes in client's financial situations (such as retirement, termination of employment, physical move, or inheritance).

C. Content and Frequency of Regular Reports Provided to Clients

Each client will receive at least a quarterly a written report, via email or secure web access, detailing the client's account which is usually provided by the custodian.

Item 14: Client Referrals and Other Compensation

A. Economic Benefits Provided by Third Parties for Advice Rendered to Clients (Includes Sales Awards or Other Prizes)

IWC does not receive any economic benefit, directly or indirectly from any third party for advice rendered to IWC clients.

B. Compensation to Non – Advisory Personnel for Client Referrals

IWC may compensate qualified solicitors with a portion of the asset under management fee.

Item 15: Custody

IWC does not take custody of client funds at any time. Custody of client's accounts is held primarily at the custodian. Clients have online access or, for a fee may receive account statements from the custodian and should carefully review those statements.

Item 16: Investment Discretion

IWC serves as a solicitor for IWM which exercises investment discretion over client accounts.

Item 17: Voting Client Securities (Proxy Voting)

IWC will not ask for, nor accept voting authority for client securities. Clients will receive proxies directly from the issuer of the security or the custodian. Clients should direct all proxy questions to the issuer of the security.

Item 18: Financial Information

A. Balance Sheet

As a solicitor, IWC is not required to include a balance sheet with this brochure.

B. Financial Conditions Reasonably Likely to Impair Ability to Meet Contractual Commitments to Clients

Neither IWC nor its management have any financial condition that is reasonably likely to impair our ability to meet contractual commitments to clients.

C. Bankruptcy Petitions in Previous Ten Years

IWC has never been the subject of a bankruptcy petition.

This brochure supplement provides information about Dewey M. “Rusty” Moore, Jr. that supplements the Institute for Wealth Consultants, Inc. (“IWC”) brochure. You should have received a copy of that brochure. Please contact IWC if you did not receive the IWC brochure or if you have any questions about the contents of this supplement.

Additional information about Dewey M. “Rusty” Moore, Jr. is also available on the SEC’s website at www.adviserinfo.sec.gov.



Institute for Wealth Consultants, Inc.

Form ADV Part 2B – Individual Disclosure Brochure for

Dewey M. “Rusty” Moore, Jr.

Investment Adviser Representative

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Item 2: Educational Background and Business Experience

Name: Dewey M. Moore, Jr.

Born: 1949

Education Background and Professional Designations

Education:

1971	Southern Methodist University	BBA Business
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Business Background:

2017 – Present	Institute for Wealth Consultants, Inc.	President
2008 – Present	Institute for Wealth Advisors, Inc. f/k/a Cherry Investment Advisors, Ltd.	President
2006 – 2008	Puritan Financial Group, Inc.	President
1991 – 2006	Rushmore Financial Group, Inc.	CEO
1980 – 1990	Primerica Financial Services	National Sales Director

Item 3: Disciplinary Information

Mr. Moore has no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

Item 4: Other Business Activities

Mr. Moore is also a registered representative of Lanier Securities, LLC, a FINRA Broker/Dealer. From time to time, he may offer to clients, recommendations or products from those activities. Clients should be aware that Broker/Dealer products pay a commission and involve a possible conflict of interest, as commissionable products can conflict with the fiduciary duties of a registered investment advisor. IWC always seeks to act in the best interest of the client; notwithstanding the sale of commissionable products to advisory clients. Clients are in no way required to implement the plan through any representative of IWC who functions in the alternative or dual capacity as a registered representative.

Item 5: Additional Compensation

Other than standard compensation from investment advisory accounts, and as disclosed above, Mr. Moore does not receive any compensation or economic benefit from any other person, company, or organization, in exchange for providing clients investment advisory services through IWC.

Item 6:Supervision

As a representative of IWC, Mr. Moore's activities are supervised and monitored by various staff members of the firm, outside compliance consulting relationships and the board of directors of the parent company of IWC.