



The Institute of Financial Wellness, LLC

Form ADV Part 2A – Disclosure Brochure

Effective: December 14, 2021

This Form ADV Part 2A ("Disclosure Brochure") provides information about the qualifications and business practices of The Institute of Financial Wellness, LLC ("IFW" or the "Advisor"). If you have any questions about the content of this Disclosure Brochure, please contact the Advisor at 305-978-8107 or by email at erik@the-ifw.com.

IFW is a registered investment advisor with U.S. Securities and Exchange Commission ("SEC"). The information in this Disclosure Brochure has not been approved or verified by the SEC or by any state securities authority. Registration of an investment advisor does not imply any specific level of skill or training. This Disclosure Brochure provides information about IFW to assist you in determining whether to retain the Advisor.

Additional information about IFW and its Advisory Persons is available on the SEC's website at www.adviserinfo.sec.gov by searching with the Advisor's firm name or CRD# 317776.

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Item 2 – Material Changes

Form ADV 2 is divided into two parts: *Part 2A (the "Disclosure Brochure")* and *Part 2B (the "Brochure Supplement")*. The Disclosure Brochure provides information about a variety of topics relating to an Advisor's business practices and conflicts of interest. The Brochure Supplement provides information about the Advisory Persons of IFW. For convenience, the Advisor has combined these documents into a single disclosure document.

IFW believes that communication and transparency are the foundation of its relationship with clients and will continually strive to provide you with complete and accurate information at all times. IFW encourages all current and prospective clients to read this Disclosure Brochure and discuss any questions you may have with the Advisor.

Material Changes

IFW is a newly formed registered investment advisor. This is the initial filing of the Disclosure Brochure.

Future Changes

From time to time, the Advisor may amend this Disclosure Brochure to reflect changes in business practices, changes in regulations or routine annual updates as required by the securities regulators. This complete Disclosure Brochure or a Summary of Material Changes shall be provided to you annually and if a material change occurs.

At any time, you may view the current Disclosure Brochure on-line at the SEC's Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov by searching with the Advisor's firm name or CRD# 317776. You may also request a copy of this Disclosure Brochure at any time by contacting the Advisor at (305)-978-8107 or by email at erik@the-ifw.com.

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Item 4 – Advisory Services

A. Firm Information

The Institute of Financial Wellness, LLC (“IFW” or the “Advisor”) is a registered investment advisor with the U.S. Securities and Exchange Commission (“SEC”). The Advisor is organized as a Limited Liability Company (LLC) under the laws of the State of Florida. IFW was founded in July 2018 and is owned and operated by Erik C. Sussman (Managing Member, Chief Executive Officer, and Chief Compliance Officer) and Darren Sussman (Managing Member and President). This Disclosure Brochure provides information regarding the qualifications, business practices, and the advisory services provided by IFW.

B. Advisory Services Offered

IFW assists individuals and high net worth individuals (each referred to as an “Investor”) by discussing with them their investment needs and objectives and referring them to other registered investment advisory firms to provide investment management services (each an “RIA”). IFW conducts due diligence on each RIA and the respective Investment Advisor Representatives (“IARs”) that seek enter into a solicitor agreement. IFW does not manage investment assets. In referring and establishing meetings between Investors with RIAs/IARs. IFW will recommend three to four RIAs/IARs to each investor. The Adviser will discuss with the Investor the recommended RIAs/IARs along with the reasons why the Adviser feels they are in the Investors best interest. The Investor will then select which RIA/IAR they would like to meet with. IFW will receive a fee for its services. Please see Item 5 below.

C. Client Account Management

IFW does not manage Investor assets and therefore has no disclosures in regards to this item.

D. Wrap Fee Programs

IFW does not manage or place Investor assets into a wrap fee program.

E. Assets Under Management

IFW does not manage Investor assets and therefore has no disclosures regarding this item.

Item 5 – Fees and Compensation

A. Fee Billing

Referral Services

IFW is compensated through referral fee arrangements with other RIAs/IARs. IFW is only compensated if an Investor engages an RIA that has contracted with IFW to share in the revenue generated by the Investor’s relationship with an RIA. IFW does not charge a fee to Investors to utilize its services. RIAs/IARs referred by IFW will be required to enter into a Solicitor Agreement with IFW.

Introductory Meeting Services

IFW charges a flat fee to RIAs for introductory meetings with prospective Investors. Fees range from \$250 to \$750 depending on the size of the Investors investable assets. IFW does not charge a fee to Investors to utilize its services. RIAs and IARs will be required to enter into a Solicitor Agreement with IFW.

B. Fee Billing

Fees are billed to RIAs pursuant to the terms and conditions agreed to between IFW and the Advisor.

C. Other Fees and Expenses

Investors may incur certain fees or charges imposed by third parties, other than IFW, in connection with their investments. IFW does not share in any of these fees, except as noted above.

D. Advance Payment of Fees and Termination

Referral fees are generally paid following RIA's or IAR's billing to the Investor. RIAs and IARs may terminate their relationship based on the terms of their agreement[s] with IFW. The agreement[s] between the Investor and any third party are governed by the terms of those agreements.

E. Compensation for Sales of Securities

IFW does not buy or sell securities and does not receive any compensation for securities transactions in any Investor account, other than the fees noted above.

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

IFW does not charge performance-based fees. IFW does not manage any proprietary investment funds or limited partnerships (for example, a mutual fund or a hedge fund).

Item 7 – Types of Clients

IFW assists individuals and high net worth individuals by discussing with them their investment needs and objectives and referring them to RIAs/IARs to provide investment management services. There is no fee or minimum level of wealth to engage for services.

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

IFW does not manage Investor assets. IFW conducts an assessment on the Investor's investment objectives, needs and risk tolerance and refers them to an RIA/IAR that meets the Investor's best interest. The criteria utilized in determining which RIA/IAR is limited to a set of criteria including the location of the RIA/IAR relative to the Investor, the willingness of an RIA/IAR to manage the Investor's stated level of assets, whether the Investor is comfortable working with an RIA/IAR on a remote basis the RIA's industry experience and history, and the client's personal preferences. IFW screens RIAs/IARs that seek to enter into a referral arrangement. RIAs/IARs must meet IFW's initial due diligence criteria. RIAs/IARs are required to be registered with an appropriate regulatory body, undergo an initial background due diligence, prior to being included as a potential referral for Investors. IFW will recommend three to four RIAs/IARs to each investor. The Adviser will discuss with the Investor the recommended RIAs/IARs along with the reasons why the Adviser feels they are in the Investors best interest. The Investor will then select which RIA/IAR they would like to meet with. IFW will provide a copy to each Investor the RIA's Form ADV 2A – Disclosure Brochure. Investors are encouraged to read the RIA's Disclosure Brochure.

Past performance is not a guarantee of future returns. Investing in securities and other investments involve a risk of loss that each Investor should understand and be willing to bear. Investor are reminded to discuss these risks with the RIA they select to be their advisor, if applicable. Investors should obtain risk disclosures from any advisor in which the conduct business and fully understand the risks of investing.

Item 9 – Disciplinary Information

There are no legal, regulatory or disciplinary events involving IFW or its management persons. IFW values the trust Investors place in the Advisor. The Advisor encourages Investors to perform the requisite due diligence on any advisor or service provider that the Investor engages. The backgrounds of the Advisor or Advisory Persons are available on the Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov by searching with the Advisor's firm name or CRD# 317776.

Item 10 – Other Financial Industry Activities and Affiliations

Insurance Agency Affiliations

Certain Advisory Persons are also licensed insurance professionals. Implementations of insurance recommendations are separate and apart from one's role with IFW. As an insurance professional, an Advisory

Person may receive customary commissions and other related revenues from the various insurance companies whose products are sold. Advisory Persons are not required to offer the products of any particular insurance company. Commissions generated by insurance sales do not offset regular advisory fees. This practice presents a conflict of interest in recommending certain products of the insurance companies. Investors are under no obligation to implement any recommendations made by Advisory Persons or the Advisor.

Software Licenses

IFW also sells other registered investment advisors, including RIAs in which the Advisor maintains a solicitor agreement, software licenses. This software is a Retirement Roadmap software that assesses investors current financial situations and details year-by-year where the investor is expected to be financially. This roadmap is used to help the client understand where they are headed and offer suggestions that may improve their financial situation as they proceed into retirement. This presents a conflict of interest as the Advisor has an incentive to recommend that RIAs purchase software licenses through the Advisor. RIAs are not required to purchase software licenses through the Advisor in order to maintain a relationship.

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

IFW has implemented a Code of Ethics (the “Code”) that defines the Advisor’s fiduciary commitment to each Investor. This Code applies to all persons associated with IFW (“Supervised Persons”). The Code was developed to provide general ethical guidelines and specific instructions regarding the Advisor’s duties to each Investor. IFW and its Supervised Persons owe a duty of loyalty, fairness and good faith towards each Investor. It is the obligation of IFW’s Supervised Persons to adhere not only to the specific provisions of the Code, but also to the general principles that guide the Code. The Code covers a range of topics that address employee ethics and conflicts of interest. To request a copy of the Code, please contact the Advisor at (305)978-8107 or via email at erik@the-ifw.com.

Item 12 – Brokerage Practices

IFW refers Investors to RIAs/IARs for investment management services and IFW does not directly manage Investor assets.

Item 13 – Review of Accounts

For those Investors to whom IFW provides a referral, IFW follows-up with Investors at least annually to ascertain whether or not the Investor is satisfied with the RIA/IAR referred to them, and to make a change if appropriate.

Item 14 – Client Referrals and Other Compensation

IFW is compensated by RIAs/IARs as detailed in item 5. IFW does not engage paid solicitors for Client referrals

Item 15 – Custody

IFW does not accept or maintain custody of any Investor accounts.

Item 16 – Investment Discretion

IFW refers Investors to RIAs/IARs and does not have discretion over the selection and amount of securities to be bought or sold in any Investor accounts.

Item 17 – Voting Client Securities

IFW does not accept proxy-voting responsibility for any Investor and the Investor retains the sole responsibility for proxy decisions and voting.

Item 18 – Financial Information

Neither IFW, nor its management, have any adverse financial situations that would reasonably impair the ability of IFW to meet all obligations to its Investors. Neither IFW, nor any of its Advisory Persons, have been subject to a bankruptcy or financial compromise. IFW is not required to deliver a balance sheet along with this Disclosure Brochure as the Advisor does not collect any fees directly from Clients.