



# JACKSONVILLE WEALTH MANAGEMENT

*Plan today. Enjoy tomorrow.*<sup>SM</sup>

## **Jacksonville Wealth Management Firm Brochure - Form ADV Part 2A**

*This brochure provides information about the qualifications and business practices of Jacksonville Wealth Management. If you have any questions about the contents of this brochure, please contact us at (904) 923-7526 or by email at: [info@jaxwealth.com](mailto:info@jaxwealth.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 Jacksonville Wealth Management is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Jacksonville Wealth Management's CRD number is: 309312.*

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*Registration as an investment adviser does not imply a certain level of skill or training.*

Version Date: 12/3/2020

## **Item 2: Material Changes**

Jacksonville Wealth Management has not yet filed an annual updating amendment using the Form ADV Part 2A. Therefore, there are no material changes to report.

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## Item 4: Advisory Business

### A. Description of the Advisory Firm

Jacksonville Wealth Management (hereinafter “JaxWealth”) is a Limited Liability Company organized in the State of Florida. The firm was formed in September 2013, and the principal owner is Daniel Martin Ciez.

### B. Types of Advisory Services

#### *Portfolio Management Services*

JaxWealth offers ongoing portfolio management services based on the individual goals, objectives, time horizon, and volatility tolerance of each client. JaxWealth creates an Investment Plan for most clients, which outlines the client’s current financial situation. Portfolio management services include, but are not limited to, the following:

- Investment strategy
- Asset allocation
- Risk tolerance
- Personal investment policy
- Asset selection
- Regular portfolio monitoring

JaxWealth evaluates the current investments of each client with respect to their volatility tolerance levels and time horizon. JaxWealth will require discretionary authority from clients in order to select securities and execute transactions without permission from the client prior to most transactions.

JaxWealth seeks to provide investment strategy in accordance with the fiduciary duties owed to clients and without consideration of JaxWealth’s economic, investment or other financial interests. To meet its fiduciary obligations, JaxWealth attempts to avoid, among other things, investment or trading practices that systematically advantage or disadvantage certain client portfolios, and accordingly, JaxWealth’s policy is to seek fair and equitable allocation of investment opportunities/transactions among its clients to avoid favoring one client over another over time. It is JaxWealth’s policy to allocate investment opportunities and transactions it identifies as being appropriate and prudent among its clients on a fair and equitable basis over time.

JaxWealth may provide advisory services through the SWM and SWM II programs through LPL Financial (LPL), a registered investment advisor and broker-dealer. The SWM and SWM II programs allow JaxWealth to customize and manage portfolios and to address the client’s unique financial needs. These programs allow JaxWealth to choose investment products from over 8,000 funds from more than 470 fund families; individual stocks/bonds; options; unit investment (UITs); alternative investments; fee-based variable annuities with 138 subaccounts.

Through the SWM account, the client will bear transaction charges for purchases, sales and exchanges in Account, including for mutual funds, equities, fixed income securities and options. (For SWM II accounts, the transaction costs are borne by JaxWealth and are transaction based or asset based. Clients should discuss the differences between SWM and SWM II accounts with JaxWealth advisor.) Clients authorize LPL to deduct from their Account the transaction charges and other fees applicable to the Account. The transaction charges are paid to LPL to defray costs associated with trade execution; however, they are not directly related to transaction-related expenses of LPL and are a source of revenue to LPL.

The transaction charges vary depending on the type of security being purchased or sold (e.g. currently \$9 for equities, \$35 for unit investment trusts). In the case of mutual funds, the transaction charges vary depending on whether LPL retains compensation from the mutual fund for services it provides to the fund, such as recordkeeping fees and asset-based service fees or sales charges. LPL uses that compensation from mutual funds to reduce its trading costs, and therefore, assesses a lower transaction charge to clients. Mutual fund transaction charges are currently either \$0 or \$26.50. LPL does not charge a transaction charge for fixed income securities (e.g., bonds or structured products); however, LPL acts as principal on fixed income security transactions and receives a mark up/down on the transaction. The standard transaction charges applicable to a SWM account will be notified to the client in connection with the Account opening. These charges are subject to change at the discretion of LPL. Client will be notified of any changes, including through information provided with periodic statements.

Client understands that LPL and JaxWealth may agree to transaction charges for all or certain clients of JaxWealth or certain associated person of JaxWealth that are different (and may be less) than the standard transaction charges based on the nature and scope of the JaxWealth business or a particular associated person of JaxWealth does with LPL currently and the expected future business. Therefore, the transaction charges for a client Account may be more or less than those applicable to other clients of JaxWealth or clients of other Advisors. LPL may change the amount of the transaction charges if the nature or scope of JaxWealth business changes or does not reach certain levels. In this case, the transaction charges the client pays would revert to LPL's standard transaction charges.

### ***Financial Planning***

Financial plans and financial planning may include, but are not limited to: investment planning; life insurance; tax concerns; retirement planning; college planning; and debt/credit planning.

### ***Services Limited to Specific Types of Investments***

JaxWealth generally limits its investment advice to mutual funds, fixed income securities, equities, ETFs (including ETFs in the gold and precious metal sectors) and treasury inflation protected/inflation linked bonds. JaxWealth may use other securities as well to help diversify a portfolio when applicable.

### **C. Client Tailored Services and Client Imposed Restrictions**

JaxWealth will typically tailor a program for each individual client. This will include an interview session to get to know the client's specific needs and requirements and generally a plan will be executed by JaxWealth on behalf of the client. JaxWealth may use model allocations together with a specific set of recommendations for each client based on their personal restrictions, needs, and targets. Clients may impose restrictions in investing in certain securities or types of securities in accordance with their values or beliefs. However, if the restrictions prevent JaxWealth from properly servicing the client account, or if the restrictions would require JaxWealth to deviate from its standard suite of services, JaxWealth reserves the right to end the relationship.

### **D. Wrap Fee Programs**

JaxWealth acts as portfolio manager in a wrap fee program, which is an investment program where the client pays one stated fee that includes management fees, transaction costs, and certain other administrative fees. The wrap fee program is sponsored by Jacksonville Wealth Management and clients utilizing the wrap fee program should also review JaxWealth's separate Wrap Fee Program Brochure. JaxWealth actively manages the investments in the wrap fee program. JaxWealth receives the advisory fee set forth in Item 5 below as a management fee under the wrap fee program. Please also see Item 5 and Item 12 of this brochure.

Although clients do not pay a transaction charge for transactions in a SWM II account, clients should be aware that JaxWealth pays LPL Financial transaction charges for those transactions. The transaction charges paid by JaxWealth vary based on the type of transaction (e.g., mutual fund, equity or ETF) and for mutual funds based on whether or not the mutual fund pays 12b-1 fees and/or recordkeeping fees to LPL Financial. Because JaxWealth pays the transaction charges in SWM II accounts, there is a conflict of interest in cases where the mutual fund is offered with and without ticket charges. Clients should understand that the cost to JaxWealth of transaction charges may be a factor that JaxWealth considers when deciding which securities to select and how frequently to place transactions in a SWM II account.

In many instances, LPL Financial makes available mutual funds in a SWM II account that offer various classes of shares, shares designed for advisory programs, which can be titled, for example, as "Class I," "institutional," "investor," "retail," "service," "administrative" or "platform" share classes ("Platform Shares"). The Platform Share class offered for a particular mutual fund in SWM II in many cases will not be the least expensive share class that the mutual fund makes available, and was selected by LPL Financial in certain cases because the share class pays LPL Financial compensation for the administrative and recordkeeping services LPL Financial provides to the mutual fund. Clients should

understand that another financial services firm may offer the same mutual fund at a lower overall cost to the investor than is available through SWM II.

The lack of transaction charges to JaxWealth for purchases and sales, together with the fact that Platform Shares generally are more expensive for a client to own, presents a conflict of interest between JaxWealth and the client. Clients should understand this conflict and consider the additional indirect expenses borne as a result of the mutual fund fees when negotiating and discussing with your JaxWealth the advisory fee for management of an account.

## **E. Assets Under Management**

JaxWealth has the following assets under management:

Discretionary Amounts:	Non-discretionary Amounts:	Date Calculated:
\$0	\$0	November 2020

## **Item 5: Fees and Compensation**

### **A. Fee Schedule**

#### *Portfolio Management Fees*

Total Assets Under Management	Annual Fees
All Assets	0.75% - 2.25%

The advisory fee is calculated using the value of the assets in the Account on the last business day of the prior billing period.

The investment advisory fee is negotiated on a client-by-client basis depending on investment strategy, financial plan, size, complexity and nature of the portfolio managed. Because the fees are negotiated, not all clients will pay the same fees.

The advisory fee is charged on a quarterly basis as a percentage of the portfolio value on the last business day of the previous quarter or the last value provided by the custodian. This asset-based fee is assessed on all billable assets under management, including securities, cash, and money market funds. The initial advisory fee is deducted at the end of the first quarter in which the account is established and will include the prorated amount for the initial quarter. Subsequent advisory fees will be assessed at the beginning of each quarter thereafter.

These fees are generally negotiable and the final fee schedule will be memorialized in the client's advisory agreement and/or account application. Clients, or JaxWealth, may terminate the agreement without penalty for a full refund of JaxWealth's fees within five business days of signing the Investment Advisory Contract. Thereafter, clients or JaxWealth may terminate the Investment Advisory Contract immediately upon written notice.

### ***Financial Planning Fees***

#### **Fixed Fees**

The negotiated fixed rate for creating client financial plans is between \$400 and \$7,500.

#### **Hourly Fees**

The negotiated hourly fee for these services is between \$100 and \$600.

Clients, or JaxWealth, may terminate the agreement without penalty, for full refund of JaxWealth's fees, within five business days of signing the Financial Planning Agreement. Thereafter, clients or JaxWealth, may terminate the Financial Planning Agreement generally upon written notice.

## **B. Payment of Fees**

### ***Payment of Portfolio Management Fees***

Asset-based portfolio management fees are withdrawn directly from the client's account on a quarterly basis, per the client's written authorization. Fees are paid in advance.

Upon establishing an account with JaxWealth, the client will authorize and direct the client's custodian to debit from the client's account each investment advisory fee payable from the account, which will result in the client's custodian sending the investment advisory fee payable directly to JaxWealth. The custodian will send, at minimum, quarterly account statements to clients. Neither JaxWealth nor its associated persons will accept delivery of a client's securities or funds in the name of JaxWealth or its associated person.

If the client's account does not maintain a sufficient cash or money market balance to cover the investment advisory fees or is restricted from automatic debiting of fees, the client may deposit additional funds (subject to certain restrictions for IRA accounts and qualified retirement plans) or make payment in an alternative manner acceptable to JaxWealth. If such funds are not deposited, certain securities in the client's account may be liquidated in an amount sufficient to cover such debits.



### ***Payment of Financial Planning Fees***

Financial planning fees are paid via check or credit card.

Fixed financial planning fees are paid in advance or arrears upon completion.

Hourly financial planning fees are paid advance or arrears upon completion.

## **C. Client Responsibility**

### **Third Party Fees**

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

### **Miscellaneous**

Client Responsibilities: In performing any of its services, the Registrant shall not be required to verify any information received from the client or from the client's other professionals, and is expressly authorized to rely thereon. Furthermore, unless the client indicates to the contrary in writing, the Registrant shall assume that there are no restrictions on its services, other than to manage the account in accordance with the client's designated investment objective. Moreover, it remains each client's responsibility to promptly notify the Registrant if there is ever any change in his or her financial situation or investment objectives for the purpose of reviewing or evaluating or revising the Registrant's previous recommendations and services.

## **D. Prepayment of Fees**

JaxWealth collects certain fees can be paid in advance and certain fees can be in arrears, as indicated above. Refunds for fees paid in advance but not yet earned will be refunded on a prorated basis and returned within fourteen days to the client via check, or return deposit back into the client's account.

For all asset-based fees paid in advance, the fee refunded will be equal to the balance of the fees collected in advance minus the daily rate\* times the number of days elapsed in the billing period up to and including the day of termination. (\*The daily rate is calculated by dividing the annual asset-based fee rate by 365.)

## **E. Outside Compensation For the Sale of Securities to Clients**

Daniel Martin Ciez, Lester Edgar Hockenbery Jr. and Christopher David Cox are registered representatives of a broker-dealer. Daniel Martin Ciez, Lester Edgar Hockenbery Jr. and Christopher David Cox are also insurance agents. In these roles, they accept compensation for the sale of investment products to JaxWealth clients.

### ***1. This is a Conflict of Interest***

Supervised persons may accept compensation for the sale of investment products, including asset based sales charges or service fees from the sale of mutual funds to JaxWealth's clients. This presents a conflict of interest and gives 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 investment products for which the supervised persons receives compensation, JaxWealth will document the conflict of interest and if necessary, 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 JaxWealth recommended products through other brokers or agents that are not affiliated with JaxWealth.

### ***3. Commissions are not JaxWealth's primary source of compensation for advisory services***

Commissions are not JaxWealth's primary source of compensation for advisory services.

### ***4. 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 investment products recommended to clients.

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

JaxWealth 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**

JaxWealth generally provides advisory services to the following types of clients:

- ❖ Individuals
- ❖ High-Net-Worth Individuals

❖ Corporations or Business Entities

There is no account minimum for any of JaxWealth's services; however, JaxWealth reserves the right to impose an account minimum.

## Item 8: Methods of Analysis, Investment Strategies, & Risk of Loss

### A. Methods of Analysis and Investment Strategies

#### *Methods of Analysis*

JaxWealth's methods of analysis include Fundamental analysis, Modern portfolio theory, and Technical analysis.

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

**Modern portfolio theory** is a theory of investment that attempts to maximize portfolio expected return for a given amount of portfolio risk, or equivalently minimize risk for a given level of expected return, each by carefully choosing the proportions of various asset classes.

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

#### *Investment Strategies*

JaxWealth uses long term trading.

**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*

**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 priced below their perceived value. The risk assumed is that the market will fail to reach expectations of perceived value. This is a method of evaluating a security by attempting to measure its intrinsic value by examining related economic, financial and other qualitative and quantitative factors. Fundamental analysts attempt to study everything that can affect the security's value, including macroeconomic factors (like the overall economy and industry conditions) and individually specific factors (like the

financial condition and management of a company). The end goal of performing fundamental analysis is to produce a value that an investor can compare with the security's current price in hopes of figuring out what sort of position to take with that security (underpriced = buy, overpriced = sell or short). Fundamental analysis is considered to be the opposite of technical analysis. Fundamental analysis is about using real data to evaluate a security's value. Although most analysts use fundamental analysis to value stocks, this method of valuation can be used for just about any type of security. The risk associated with fundamental analysis is that it is somewhat subjective. While a quantitative approach is possible, fundamental analysis usually entails a qualitative assessment of how market forces interact with one another in their impact on the investment in question. It is possible for those market forces to point in different directions, thus necessitating an interpretation of which forces will be dominant. This interpretation may be wrong and could therefore lead to an unfavorable investment decision.

**Modern portfolio theory** assumes that investors are risk averse, meaning that given two portfolios that offer the same expected return, investors will prefer the less risky one. Thus, an investor will take on increased risk only if compensated by higher expected returns. Conversely, an investor who wants higher expected returns must accept more risk. The exact trade-off will be the same for all investors, but different investors will evaluate the trade-off differently based on individual risk aversion characteristics. The implication is that a rational investor will not invest in a portfolio if a second portfolio exists with a more favorable risk-expected return profile – i.e., if for that level of risk an alternative portfolio exists which has better expected returns.

**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 take into account new patterns that emerge over time. This is a method of evaluating securities by analyzing statistics generated by market activity, such as past prices and volume. Technical analysts do not attempt to measure a security's intrinsic value, but instead use charts and other tools to identify patterns that can suggest future activity. Technical analysts believe that the historical performance of stocks and markets are indications of future performance. Technical analysis is even more subjective than fundamental analysis in that it relies on proper interpretation of a given security's price and trading volume data. A decision might be made based on a historical move in a certain direction that was accompanied by heavy volume; however, that heavy volume may only be heavy relative to past volume for the security in question, but not compared to the future trading volume. Therefore, there is the risk of a trading decision being made incorrectly, since future trading volume is an unknown. Technical analysis is also done through observation of various market sentiment readings, many of which are quantitative. Market sentiment gauges the relative degree of bullishness and bearishness in a given security, and a contrarian investor utilizes such sentiment advantageously. When most traders are bullish, then there are very few traders left in a position to buy the security in question, so it becomes advantageous to sell it ahead of the crowd. When most traders are bearish, then there are very few traders left in a position to sell the security in question, so it becomes advantageous to buy it

ahead of the crowd. The risk in utilization of such sentiment technical measures is that a very bullish reading can always become more bullish, resulting in lost opportunity if the money manager chooses to act upon the bullish signal by selling out of a position. The reverse is also true in that a bearish reading of sentiment can always become more bearish, which may result in a premature purchase of a security.

### ***Investment Strategies***

**Long term trading** is designed to capture market rates of both return and risk. Due to its nature, the long-term investment strategy can expose clients to various types of risk that will typically surface at various intervals during the time the client owns the investments. These risks include but are not limited to inflation (purchasing power) risk, interest rate risk, economic risk, market risk, and political/regulatory risk.

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

### **C. Risks of Specific Securities Utilized**

Clients should be aware that there is a material risk of loss using any investment strategy. The investment types listed below are not guaranteed or insured by the FDIC or any other government agency.

**Mutual Funds:** Investing in mutual funds carries the risk of capital loss and thus you may lose money investing in mutual funds. All mutual funds have costs that lower investment returns. The funds can be of bond “fixed income” nature (lower risk) or stock “equity” nature.

**Equity** investment generally refers to buying shares of stocks in return for receiving a future payment of dividends and/or capital gains if the value of the stock increases. The value of equity securities may fluctuate in response to specific situations for each company, industry conditions and the general economic environments.

**Fixed income** investments generally pay a return on a fixed schedule, though the amount of the payments can vary. This type of investment can include corporate and government debt securities, leveraged loans, high yield, and investment grade debt and structured products, such as mortgage and other asset-backed securities, although individual bonds may be the best known type of fixed income security. In general, the fixed income market is volatile and fixed income securities carry interest rate risk. (As interest rates rise, bond prices usually fall, and vice versa. This effect is usually more pronounced for longer-term securities.) Fixed income securities also carry inflation risk, liquidity risk, call risk, and credit and default risks for both issuers and counterparties. The risk of default on treasury inflation protected/inflation linked bonds is dependent upon the U.S. Treasury defaulting (extremely unlikely); however, they carry a potential risk of losing share price value, albeit rather minimal. Risks of investing in foreign fixed income securities also include the general risk of non-U.S. investing described below.

**Exchange Traded Funds (ETFs):** An ETF is an investment fund traded on stock exchanges, similar to stocks. Investing in ETFs carries the risk of capital loss (sometimes up to a 100% loss in the case of a stock holding bankruptcy). Areas of concern include the lack of transparency in products and increasing complexity, conflicts of interest and the possibility of inadequate regulatory compliance. Risks in investing in ETFs include trading risks, liquidity and shutdown risks, risks associated with a change in authorized participants and non-participation of authorized participants, risks that trading price differs from indicative net asset value (iNAV), or price fluctuation and disassociation from the index being tracked. With regard to trading risks, regular trading adds cost to your portfolio thus counteracting the low fees that one of the typical benefits of ETFs. Additionally, regular trading to beneficially “time the market” is difficult to achieve. Even paid fund managers struggle to do this every year, with the majority failing to beat the relevant indexes. With regard to liquidity and shutdown risks, not all ETFs have the same level of liquidity. Since ETFs are at least as liquid as their underlying assets, trading conditions are more accurately reflected in implied liquidity rather than the average daily volume of the ETF itself. Implied liquidity is a measure of what can potentially be traded in ETFs based on its underlying assets. ETFs are subject to market volatility and the risks of their underlying securities, which may include the risks associated with investing in smaller companies, foreign securities, commodities, and fixed income investments (as applicable). Foreign securities in particular are subject to interest rate, currency exchange rate, economic, and political risks, all of which are magnified in emerging markets. ETFs that target a small universe of securities, such as a specific region or market sector, are generally subject to greater market volatility, as well as to the specific risks associated with that sector, region, or other focus. ETFs that use derivatives, leverage, or complex investment strategies are subject to additional risks. Precious Metal ETFs (e.g., Gold, Silver, or Palladium Bullion backed “electronic shares” not physical metal) specifically may be negatively impacted by several unique factors, among them (1) large sales by the official sector which own a significant portion of aggregate world holdings in gold and other precious metals, (2) a significant increase in hedging activities by producers of gold or other precious metals, (3) a significant change in the attitude of speculators and investors. The return of an index ETF is usually different from that of the index it tracks because of fees, expenses, and tracking error. An ETF may trade at a premium or discount to its net asset value (NAV) (or indicative value in the case of exchange-traded notes). The degree of liquidity can vary significantly from one ETF to another and losses may be magnified if no liquid market exists for the ETF’s shares when attempting to sell them. Each ETF has a unique risk profile, detailed in its prospectus, offering circular, or similar material, which should be considered carefully when making investment decisions.

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

## **Item 9: Disciplinary Information**

### **A. Criminal or Civil Actions**

There are no criminal or civil actions to report.

### **B. Administrative Proceedings**

There are no administrative proceedings to report.

### **C. Self-regulatory Organization (SRO) Proceedings**

There are no self-regulatory organization proceedings to report.

## **Item 10: Other Financial Industry Activities and Affiliations**

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

As a registered representative of LPL Financial, Daniel Martin Ciez accepts compensation for the sale of securities.

As a registered representative of LPL Financial, Lester Edgar Hockenbery Jr. accepts compensation for the sale of securities.

As a registered representative of LPL Financial, Christopher David Cox accepts compensation for the sale of securities.

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

Neither JaxWealth nor its representatives are registered as or have pending applications to become either a Futures Commission Merchant, Commodity Pool Operator, or Commodity Trading Advisor or an associated person of the foregoing entities.

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

Daniel Martin Ciez is a registered representative of LPL Financial and from time to time, will offer clients advice or products from those activities. Clients should be aware that these services pay a commission or other compensation and involve a conflict of interest, as commissionable products conflict with the fiduciary duties of a registered investment adviser. JaxWealth acts in the best interest of the client, including with respect to the sale of commissionable products to advisory clients. Clients are in no way required to

implement the plan through any representative of JaxWealth in such individual's capacity as a registered representative.

Daniel Martin Ciez is an independent licensed insurance agent, and from time to time, will offer clients advice or products from those activities. Clients should be aware that these services pay a commission or other compensation and involve a conflict of interest, as commissionable products conflict with the fiduciary duties of a registered investment adviser. JaxWealth acts in the best interest of the client; including the sale of commissionable products to advisory clients. Clients are in no way required to utilize the services of any representative of JaxWealth in connection with such individual's activities outside of JaxWealth.

Lester Edgar Hockenbery Jr. is a registered representative of LPL Financial and from time to time, will offer clients advice or products from those activities. Clients should be aware that these services pay a commission or other compensation and involve a conflict of interest, as commissionable products conflict with the fiduciary duties of a registered investment adviser. JaxWealth acts in the best interest of the client, including with respect to the sale of commissionable products to advisory clients. Clients are in no way required to implement the plan through any representative of JaxWealth in such individual's capacity as a registered representative.

Lester Edgar Hockenbery Jr. is an independent licensed insurance agent, and from time to time, will offer clients advice or products from those activities. Clients should be aware that these services pay a commission or other compensation and involve a conflict of interest, as commissionable products conflict with the fiduciary duties of a registered investment adviser. JaxWealth acts in the best interest of the client; including the sale of commissionable products to advisory clients. Clients are in no way required to utilize the services of any representative of JaxWealth in connection with such individual's activities outside of JaxWealth.

Christopher David Cox is a registered representative of LPL Financial and from time to time, will offer clients advice or products from those activities. Clients should be aware that these services pay a commission or other compensation and involve a conflict of interest, as commissionable products conflict with the fiduciary duties of a registered investment adviser. JaxWealth acts in the best interest of the client, including with respect to the sale of commissionable products to advisory clients. Clients are in no way required to implement the plan through any representative of JaxWealth in such individual's capacity as a registered representative.

Christopher David Cox is an independent licensed insurance agent, and from time to time, will offer clients advice or products from those activities. Clients should be aware that these services pay a commission or other compensation and involve a conflict of interest, as commissionable products conflict with the fiduciary duties of a registered investment adviser. JaxWealth acts in the best interest of the client; including the sale of commissionable products to advisory clients. Clients are in no way required to utilize the services of any representative of JaxWealth in connection with such individual's activities outside of JaxWealth.



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

JaxWealth does not utilize nor select third-party investment advisers.

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

#### **A. Code of Ethics**

JaxWealth has 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, and Reporting Violations. JaxWealth's Code of Ethics is available free upon request to any client or prospective client.

#### **B. Recommendations Involving Material Financial Interests**

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

#### **C. Investing Personal Money in the Same Securities as Clients**

From time to time, representatives of JaxWealth may buy or sell securities for themselves that they also recommend to clients. This may provide an opportunity for representatives of JaxWealth to buy or sell the same securities before or after recommending the same securities to clients resulting in representatives profiting off the recommendations they provide to clients. Such transactions may create a conflict of interest. JaxWealth will document any transactions that could be construed as conflicts of interest and will not engage in trading that operates to the client's disadvantage 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 JaxWealth may buy or sell securities for themselves at or around the same time as clients. This may provide an opportunity for representatives of JaxWealth to buy or sell securities before or after recommending securities to clients resulting in representatives profiting off the recommendations they provide to clients.

Such transactions may create a conflict of interest; however, JaxWealth does not engage in trading that operates to the client's disadvantage if representatives of JaxWealth buy or sell securities at or around the same time as clients.

## **Item 12: Brokerage Practices**

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

Custodians/broker-dealers will be recommended based on JaxWealth's duty to seek "best execution," which is the obligation to seek execution of securities transactions for a client on the most favorable terms for the client under the circumstances. Clients will not necessarily pay the lowest commission or commission equivalent, and JaxWealth may also consider the market expertise and research access provided by the broker-dealer/custodian, including but not limited to access to written research, oral communication with analysts, admittance to research conferences and other resources provided by the brokers that may aid in JaxWealth's research efforts. JaxWealth will not charge a premium or commission on transactions, beyond the actual cost imposed by the broker-dealer/custodian.

As previously stated, JaxWealth Financial Advisors may also be Registered Representatives of LPL Financial LLC. Dually registered JaxWealth Financial Advisors are restricted by certain FINRA rules and policies from maintaining client accounts at or executing client transactions in such client accounts through any broker-dealer or custodian that is not approved by LPL Financial. Therefore, trading platforms must be approved not only by JaxWealth, but also by LPL Financial.

Clients are under no obligation to purchase or sell securities through JaxWealth Financial Advisors, in their separate capacities as Registered Representatives of LPL Financial. However, if they choose to implement an investment plan through LPL Financial, commissions may be earned in addition to any fees paid for advisory services. Commissions may be higher or lower at LPL Financial than other broker-dealers. Under the rules and regulations of FINRA, LPL Financial has the obligation to perform certain supervisory functions regarding certain aspects of the advisory activities of Independent Advisor Representatives (IARs) who are also Registered Representatives of LPL Financial. Registered Representatives may be restricted to offering those products and services that have been reviewed and approved for offering to the public. Because JaxWealth associated persons are also Registered Representatives of LPL Financial, LPL Financial provides compliance and supervision support to the associated persons of JaxWealth. In addition, LPL Financial also provides the associated persons of JaxWealth, and therefore JaxWealth, with back-office operational, technology, and other administrative support.

JaxWealth recommends LPL Financial.

#### ***1. Research and Other Soft-Dollar Benefits***

While JaxWealth has no formal soft dollars program in which soft dollars are used to pay for third party services, JaxWealth may receive research, products, or other services from custodians and broker-dealers in connection with client securities transactions (“soft dollar benefits”). JaxWealth may enter into soft-dollar arrangements consistent with (and not outside of) the safe harbor contained in Section 28(e) of the Securities Exchange Act of 1934, as amended. There can be no assurance that any particular client will benefit from soft dollar research, whether or not the client’s transactions paid for it, and JaxWealth does not seek to allocate benefits to client accounts proportionate to any soft dollar credits generated by the accounts. JaxWealth benefits by not having to produce or pay for the research, products or services, and JaxWealth will have an incentive to recommend a broker-dealer based on receiving research or services. Clients should be aware that JaxWealth’s acceptance of soft dollar benefits may result in higher commissions charged to the client.

## ***2. Brokerage for Client Referrals***

JaxWealth 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***

JaxWealth may permit clients to direct it to execute transactions through a specified broker-dealer. If a client directs brokerage, then the client will be required to acknowledge in writing that the client’s direction with respect to the use of brokers supersedes any authority granted to JaxWealth to select brokers; this direction may result in higher commissions, which may result in a disparity between free and directed accounts; the client may be unable to participate in block trades (unless JaxWealth is able to engage in “step outs”); and trades for the client and other directed accounts may be executed after trades for free accounts, which may result in less favorable prices, particularly for illiquid securities or during volatile market conditions. Not all investment advisers allow their clients to direct brokerage.

## **B. Aggregating (Block) Trading for Multiple Client Accounts**

If JaxWealth buys or sells the same securities on behalf of more than one client, then it may (but would be under no obligation to) aggregate or bunch such securities in a single transaction for multiple clients in order to seek more favorable prices, lower brokerage commissions, or more efficient execution. In such case, JaxWealth would place an aggregate order with the broker on behalf of all such clients in order to ensure fairness for all clients; provided, however, that trades would be reviewed periodically to ensure that accounts are not systematically disadvantaged by this policy. JaxWealth would determine the appropriate number of shares and select the appropriate brokers consistent with its duty to seek best execution, except for those accounts with specific brokerage direction (if any).

## **Item 13: Review of Accounts**

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

All client accounts for JaxWealth's advisory services provided on an ongoing basis are reviewed at least Annually by Daniel M. Ciez, President and/or his team of investment adviser representatives, with regard to clients' respective investment strategies.

All financial planning accounts are reviewed upon financial plan creation and plan delivery by Daniel M Ciez, President and/or his team of investment adviser representatives. Financial planning clients are provided a one-time financial plan concerning their financial situation. After the presentation of the plan, there may or may not be further reports. Clients may request additional plans or reports for a fee.

### **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).

With respect to financial plans, JaxWealth's services will generally conclude upon delivery of the financial plan.

### **C. Content and Frequency of Regular Reports Provided to Clients**

Each client of JaxWealth's advisory services provided on an ongoing basis will receive a quarterly report detailing the client's account, including assets held, asset value, and calculation of fees. This written report will come from the custodian.

Each financial planning client will receive the financial plan upon completion.

## **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)**

Some of the JaxWealth Financial Advisors are Registered Representatives of LPL Financial LLC, a registered Broker-Dealer, Member FINRA and SIPC. JaxWealth's associated persons sell securities in their separate capacity as Registered Representatives of LPL

Financial. JaxWealth Financial Advisors may suggest that clients place securities transactions through LPL Financial. If client transactions are executed through LPL Financial, then JaxWealth Financial Advisors, LPL Financial and Wealth Enhancement Brokerage Services will share the normal commissions on investments, thus a conflict of interest exists between the JaxWealth Financial Advisor's interests and that of the client. Clients are under no obligation to purchase products JaxWealth Financial Advisors may recommend through LPL Financial or various insurance companies.

Since JaxWealth Financial Advisors may receive a commission on load funds, this may represent incentive to recommend load funds in favor of funds without a load. JaxWealth and/or its Financial Advisors may be eligible to receive incentive-based awards such as trips to LPL Financial Educational Conferences or trips to conferences and seminars conducted by product sponsors. From time to time, JaxWealth may receive expense reimbursement for travel and/or marketing expenses from distributors of investment and/or insurance products. Travel expense reimbursements are typically a result of attendance at due diligence and/or investment training events hosted by product sponsors. Marketing expense reimbursements are typically the result of informal expense-sharing arrangements in which product sponsors may underwrite costs incurred for marketing such as advertising, publishing and seminar expenses. Although receipt of these travel and marketing expense reimbursements are not predicated upon specific sales quotas, the product sponsor reimbursements are typically made by those sponsors for whom sales have been made or it is anticipated sales will be made.

## **B. Compensation to Non - Advisory Personnel for Client Referrals**

JaxWealth does not directly or indirectly compensate any person who is not advisory personnel for client referrals.

### **Item 15: Custody**

When advisory fees are deducted directly from client accounts at client's custodian, JaxWealth will be deemed to have limited custody of client's assets and must have written authorization from the client to do so. Clients will receive all account statements and billing invoices that are required in each jurisdiction, and they should carefully review those statements for accuracy.

### **Item 16: Investment Discretion**

JaxWealth provides discretionary investment advisory services to clients. The advisory contract established with each client sets forth the discretionary authority for trading. Where investment discretion has been granted, JaxWealth generally manages the client's account and makes investment decisions without consultation with the client as to when the securities are to be bought or sold for the account, the total amount of the securities to be bought/sold, what securities to buy or sell, or the price per share. In some instances, JaxWealth's discretionary authority in making these determinations may be limited by conditions imposed by a client (in

investment guidelines or objectives, or client instructions otherwise provided to JaxWealth. JaxWealth reserves the right to disengage.

## **Item 17: Voting Client Securities (Proxy Voting)**

Clients may authorize JaxWealth to vote proxies from client securities. If not authorized, clients will receive proxies directly from the issuer of the security or the custodian and clients should direct all proxy questions to the issuer of the security.

If JaxWealth is authorized, JaxWealth will acknowledge its fiduciary obligation to vote proxies on behalf of those clients that have delegated to it, or for which it is deemed to have, proxy voting authority. JaxWealth will vote proxies on behalf of a client solely in the best interest of the relevant client. JaxWealth has established general guidelines for voting proxies. JaxWealth may also abstain from voting if, based on factors such as expense or difficulty of exercise, it determines that a client's interests are better served by abstaining. Further, because proxy proposals and individual company facts and circumstances may vary, JaxWealth may vote in a manner that is contrary to the general guidelines if it believes that it would be in a client's best interest to do so. If a proxy proposal presents a conflict of interest between JaxWealth and a client, then JaxWealth will disclose the conflict of interest to the client prior to the proxy vote and, if participating in the vote, will vote in accordance with the client's wishes.

## **Item 18: Financial Information**

### **A. Balance Sheet**

JaxWealth neither requires nor solicits prepayment of more than \$1,200 in fees per client, six months or more in advance, and therefore 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 JaxWealth nor its management has any financial condition that is likely to reasonably impair JaxWealth's ability to meet contractual commitments to clients.

### **C. Bankruptcy Petitions in Previous Ten Years**

JaxWealth has not been the subject of a bankruptcy petition in the last ten years.