



## INVESTMENT ADVISOR BROCHURE Form ADV Part 2A

STAN EVANS FINANCIAL PLANNING, LLC  
DBA: Evans Wealth Management  
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GALLIPOLIS, OH 45631  
740-446-4200

[www.EWMStanevans.com](http://www.EWMStanevans.com)

**Dated December 1, 2020**

**DISCLAIMER:**

*This brochure provides information about the qualifications and business practices of Evans Wealth Management. Evans Wealth Management's parent organization is Stan Evans Financial Planning, LLC. If you have any questions about the contents of this brochure, please contact us at 740-446-4200 or stan@stanevansfinancial.com. The information in this brochure has not been approved by or verified by the United States Securities and Exchange Commission or by any state securities authority.*

*Additional information about Stan Evans Financial Planning, LLC is available on the SEC's website at [www.advisorinfo.sec.gov](http://www.advisorinfo.sec.gov) (the CRD Number for Stan Evans Financial Planning, LLC is 164320, and the CRD Number for Stan Evans is 722071).*

**Note:**

*Registration does not imply or guarantee that a registered advisor has achieved a certain level of skill, competency, sophistication, expertise, or training in providing advisory services to clients.*

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# **ADVISORY BUSINESS**

## **INTRODUCTION**

Evans Wealth Management hereinafter referred to as (EWM) was formed as a Registered Investment Advisor in 2012. The principal owner is Stanley K. Evans. EWM's parent organization is Stan Evans Financial Planning, LLC. Our principal business is to provide financial planning, portfolio management and services to our clients who are typically individuals, pension and profit sharing plans, trusts, estates, charitable organizations, corporations and other business entities. As of December 1, 2020 EWM managed \$108,000,000 on a discretionary basis.

## **The Fiduciary Standard**

Stan Evans is a fiduciary and has fiduciary duty, which is the highest standard of client care. It means that he must always act in the beneficiary's best interest, even when it's in opposition to his own.

Financial advisors fall into two buckets, fiduciaries and non-fiduciaries. Contrary to popular belief, advisors that sell insurance or work for a broker-dealer and paid commissions are not fiduciaries. To exercise fiduciary duty means that the advisor must recommend the best product options to clients, even if those products result in reduced or zero compensation for the advisor.

## **Investment Philosophy**

We help our clients get to the finish line, whatever that means to them. So before we even talk about where we invest money, we've got to know what our goal is and what we are trying to accomplish. Our investment philosophy is to understand your goals, your risk tolerance, your proper asset allocation among equities, fixed instruments, and cash. The goal we aspire to achieve is deliver long-term market-based returns and smooth out the path of volatility and keep your principal safe.

## **First Meeting--Engagement and Discovery**

The first step of our process is Engagement and Discovery. We will review all aspects of your goals, needs, priorities, desires and finances. During the initial consultation, we will gather the following information from you:

- 1) Your family, occupation, hobbies, etc.
- 2) We discuss and prioritize your goals. Goals discussed are retirement, college education, gifting/leaving a legacy, major purchases, paying down debt, travel, minimizing risk, lowering tax exposure, estate planning, gifting, and any and all other personal goals.
- 3) We discuss your current financial situation and provide a questionnaire you take home and complete regarding a complete inventory of your current and future resources, current advisors, and risk opinions.

## **Second Meeting-Analyze**

The second step of the planning process is to analyze the information from our discussions and your questionnaire you completed. Using this information, we analyze your current financial strengths and weaknesses, as well as, the financial opportunities available to you. Combining your personal financial situation, your prioritized goals, and our financial education, experience, and resources, we will develop an investment plan and asset allocation model that is unique to you. If appropriate, at this meeting we will open accounts and transfer accounts from other firms and/or previous employer retirement plans.

## **Other Professionals**

It is important that the holistic overview of your total financial situation is addressed. Therefore we make sure your estate planning needs and tax planning needs are discussed. If needed, I will refer you to a CPA and/or Estate Planning attorney for additional financial planning services.

## **Portfolio Management Services**

We provide “portfolio management services”, defined as giving continuous advice to you about the investment of funds on the basis of your individual needs and objectives. When it comes to the equity portion of your asset allocation we first identify the sectors that are recommended from the many research firms we utilize for ideas. Once we identify the 2-5 sectors recommended, we study investment research for ETF’s (Exchange-traded Funds) and individual stocks from the recommended sectors to overweight in portfolios. All the equity investments are Large Cap Growth positions (Large Cap Growth are companies that are aggressively growing their earnings and have a capitalization value of \$10 billion or more). On the fixed sleeve of your asset allocation we utilize an array of investment vehicles including, but not limited to: corporate bonds, municipal bonds, certificates of deposit, and United States government securities. To minimize principal loss, we buy short-term maturities, utilizing a bar-bell and ladder strategy to provide a higher yield and still have bonds maturing year to year.

There currently is no minimum or maximum amount we will manage. EWM manages client assets on a discretionary basis.

## **FEES AND COMPENSATION**

EWM does not charge commissions or trading fees. We charge a management fee on each account for the management services described in this brochure, which are charged as a percentage of the assets under management. Management fees are charged in arrears at the end of each calendar quarter. EWM uses a fee calculation described as Average Daily Balance. This assures the client that the billable amount is the average balance in the account throughout the billing period, which prevents being billed a full quarter fee on assets that are not in the account for the full quarter

Management fees will be calculated for each calendar quarter in accordance with the following schedule:

<u>Asset Level for Household</u>	<u>Percentage of Assets Under Management per Annum</u>
<b>First \$100,000</b>	<b>1.65%</b>
<b>All assets from \$100,001 to \$500,000</b>	<b>1.15%</b>
<b>All assets over \$500,000</b>	<b>1.00%</b>

When the client signs the investment management agreement, they provide written authorization to EWM to send an invoice to the custodian (Charles Schwab) for its advisory fees for the management of the client's account(s). The client also authorizes the custodian to pay the invoiced fees described in the investment advisory agreement to EWM directly from the client's account(s) held by the custodian. The Client also agreed that the custodian will send, at least quarterly, an account statement showing all disbursements from the clients account(s), including the amount of fees paid directly to EWM.

All fees will be invoiced to the custodian and paid as directed in the agreed upon fee schedule contained in the investment advisory agreement. The management fee will be deducted from the client's account held by the custodian on a quarterly basis and paid directly to EWM, unless otherwise stated in the agreement between the client and EWM.

Any fees such as wiring fees, internal expense charges, etc., charged in a against an account are separate from the EWM management fee, and will be deducted from the account by the fund and/or custodian.

All income EWM receives is based on the fee schedule listed above. EWM receives no additional fees or commissions for buying or selling on behalf of clients.

Fees may be discounted or negotiated at the discretion of EWM.

### **Financial Advice Fee--\$300.00 (Flat Fee)**

In the case of EWM providing in-depth financial advice on an account or accounts we do **not** manage EWM can charge a planning fee for our time and experience. Fees may be discounted or negotiated at the discretion of EWM.

## **PERFORMANCE-BASED FEES AND SIDE-BY-SIDE MANAGEMENT**

We do not accept performance-based fees, which are fees based on a share of the capital gains or capital appreciation of the assets in a client's account or any portion thereof. All fees charged by EWM are asset-based.

## **TYPES OF CLIENTS**

EWM clients are individuals, pension and profit sharing plans, trusts, estates, charitable organizations, corporations and other business entities. There is currently no minimum or maximum account size.

## **RISK OF LOSS**

### **Risk of Loss**

All investment programs have certain risks that are borne by the investor. Our investment approach constantly keeps the risk of loss in mind. Investors face the following investment risks:

Interest-rate Risk: Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.

Market Risk: The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.

Inflation Risk: When any type of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power is eroding at the rate of inflation.

Currency Risk: Companies typically have substantial foreign investments which are subject to fluctuations in the value of the dollar against the currency of the investment's originating country causing exchange rate risk.

Reinvestment Risk: This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.

Business Risk: These risks are associated with a particular industry or a particular company within an industry. For example, oil drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company, which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.

Liquidity Risk: Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.

Financial Risk: Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

## **DISCIPLINARY INFORMATION**

Neither EWM nor its principal, Stan Evans, have had any legal or disciplinary events in the past. Clients and prospective clients can always view the CRD records (registration records) for Stan Evans Financial Planning, LLC and Stan Evans through the SEC's Investment Advisor Public Disclosure ("IAPD") website at [www.advisorinfo.sec.gov](http://www.advisorinfo.sec.gov) or through FINRA's BrokerCheck database online at [www.finra.org/brokercheck](http://www.finra.org/brokercheck). The CRD No. for Stan Evans Financial Planning, LLC is 164320 and the CRD No. for Stan Evans is 722071.

## **OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS**

EWM has no financial industry activities or affiliations that require disclosure. Specifically,

- EWM and Stan Evans is not registered nor do either have an application pending to register as a broker-dealer; or a registered representative of a broker-dealer.
- EWM and Stan Evans is not registered nor do either have an application pending as a futures commission merchant, a commodity pool operator, or a commodity trading advisor.
- EWM does not have any material relationships or arrangement with any related person listed below:
  - Broker-dealer, municipal securities dealer, or government securities dealer or broker;
  - An investment holding company, a mutual fund, closed-end investment company, unit investment trust, private investment company of “hedge fund,” nor an offshore fund;
  - Investment adviser or financial planner;
  - Futures commission merchant, commodity pool operator, or commodity trading advisor;
  - Banking or thrift institution;
  - Accountant or accounting firm;
  - Lawyer or law firm;
  - Insurance company or agency;
  - Pension consultant;

- Real estate broker or dealer;
- Sponsor or syndicate of limited partnerships; and
- Securities exchange, securities association, or alternative trading system.

## **ETHICS, PARTICIPATION IN CLIENT TRANSACTIONS AND PERSONAL TRADING**

EWM has a duty to exercise its authority and responsibility for the benefit of its clients, to place the interest of its clients first, and to refrain from having outside interests that conflict with the interests of its clients and to disclose any conflicts if they do exist.

EWM may maintain its own accounts and may buy and sell securities for its own account. The advice given and the actions taken with respect to a client and to EWM's own accounts may differ from advice given or the timing and nature of actions taken with respect to other client accounts.

### **Participation or Interest in Client Transactions and Personal Trading**

Stan Evans may have a financial interest in those recommended transactions that involve the purchase of securities. As explained in the "Other Financial Industry Activities and Affiliations" section, Stan Evans is not licensed as an insurance agent. He is licensed as an investment advisor representative. To address any conflict of interest, Stan Evans will adhere to the following procedures regarding their personal trading:

- 1) Client transactions will always be placed ahead of those for Stan Evans.
- 2) Stan Evans will mostly recommend investments that are widely traded.
- 3) Neither Advisory clients nor Stan Evans will have enough funds invested in any given security to move the market in that particular security.

## **BROKERAGE PRACTICES**

### **Custodians and Brokers Used by EWM**

For Investment Management clients over which EWM exercises discretionary authority, EWM recommends the establishment of an investment account with Charles Schwab & Co., Inc. (“Schwab”), an independent and unaffiliated broker-dealer. EWM’s objective in recommending Schwab is to obtain the best selection of ETF’s, the most efficient reporting of client transactions, and/or the best execution capability. To the extent that EWM or its principal maintain accounts at Schwab, the benefits of its trade execution capabilities are recognized.

EWM may subscribe to certain electronic information services offered by Schwab. The primary services to which the firm subscribes are the capability to: (1) direct Schwab via electronic means to purchase and sell securities in client accounts; (2) electronically produce copies of Schwab forms and applications; receive copies of client trade confirmations via electronic means; (3) receive via electronic means certain account status reports; (4) download daily account transactions for all client accounts via electronic means that is acceptable to EWM’s portfolio management software; (5) download the daily closing prices of all security positions held in client accounts via electronic means in a format that is acceptable to EWM’s portfolio management software; (6) cross reference composite client investment information with individual account balances and positions. For EWM clients, any fees charged by Schwab for these services are waived.

Any trade errors identified will be corrected to ensure each client is made whole as if the error did not occur. If a loss occurs greater than \$100, EWM will cover the loss while Schwab will cover the loss if it is less than \$100.

Sell Orders for the same Security entered on behalf of more than one client will generally be aggregated (i.e., blocked or bunched) subject to the aggregation being in the best interests of all participating Clients. All Clients participating in each aggregated order shall receive the average price.

## **REVIEW OF ACCOUNTS**

EWM reviews client accounts periodically (at least quarterly) throughout the calendar year, upon request of the client, in response to a material change in the client's investment situation and/or when specific investment recommendations change for a given asset class. EWM completes these reviews.

At EWM's discretion, EWM issues a quarterly Performance Report to EWM households with \$100,000 or more invested with Schwab. Charles Schwab issues a periodic statements and reports of account activity directly to clients.

## **CLIENT REFERRALS AND OTHER COMPENSATION**

EWM does not currently use solicitors and does not pay for client referrals.

## **INVESTMENT DISCRETION**

By signing the Advisory Agreement, the client grants EWM the authority to invest and/or reinvest the assets under EWM's management on the client's behalf without prior consultation from the client ("discretionary basis"), subject to the client's stated investment objectives and any other client instructions. EWM will invest in the investment types listed in this brochure which include, but are not limited to the following: cash, cash equivalents, fixed-income securities, equities, mutual funds, and ETFs.

The client also authorizes EWM to take any other necessary action in connection with the opening and maintenance of the client's account, as well as for the completion and payment of transactions for the account. EWM will make investment decisions for the client's account according to the client's investment objectives and financial circumstances as described by the client. The client agrees to promptly inform EWM if the information provided in the financial plan, client information and investor profile becomes materially inaccurate and to consult with EWM to provide updated information on an annual basis.

## **VOTING CLIENT SECURITIES**

For any security that entails a voting right in the underlying company, EWM will not have or accept authority to vote client securities. All voting issues, proxies, and solicitations will be communicated to clients through the client's broker-dealer or custodian. Upon request by the client, however, EWM may help explain or answer questions regarding a given voting issue.

## **FINANCIAL INFORMATION**

No disclosure of financial information (a balance sheet) is required because EWM does not have custody of client funds and does not require prepayment of potential fees. Neither Stan Evans nor EWM have been the subject of a bankruptcy petition at any time during the past ten years.

## **REQUIREMENTS FOR STATE-REGISTERED ADVISORS**

Stan Evans Financial Planning, LLC only has one principal executive officer (or management person), and this individual is Stanley K. Evans. His biographical information is given on the attached BROCHURE SUPPLEMENT.



**“BROCHURE SUPPLEMENT”**  
**Form ADV Part 2B**

STAN EVANS FINANCIAL PLANNING, LLC  
DBA: Evans Wealth Management  
300 SECOND AVE., UNIT 1B  
GALLIPOLIS, OH 45631  
740-446-4200

[www.EWMStanevans.com](http://www.EWMStanevans.com)

**Disclaimer:**

This brochure supplement provides information about Stanley K. Evans that supplements the Evans Wealth Management (EWM) brochure. You should have received a copy of that brochure. Please contact Stanley K. Evans if you did not receive EWM’s brochure or if you have any questions about the contents of this supplement. Additional information about Stanley K. Evans is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

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## **EDUCATIONAL AND BUSINESS BACKGROUND**

**STANLEY K. EVANS** (B. 1956), PRESIDENT OF STAN EVANS FINANCIAL PLANNING, LLC

### **EDUCATION**

B.S. IN BUSINESS MANAGEMENT, UNIVERSITY OF PHOENIX, 2007

### **DESIGNATIONS**

Chartered Retirement Planning Counselor®

- Obtained by completing a study program through the College of Financial Planning and passing a final examination

Accredited Investment Fiduciary®

- Obtained by completing a course through FI360® and passing a final examination.

FINRA Dispute Resolution Arbitrator

Registered Investment Advisor

### **BUSINESS BACKGROUND**

Stan Evans Financial Planning, LLC (2012-PRESENT):

- Mr. Evans is founder and President, providing financial planning and investment advisory services.

Merrill Lynch (1993-2002) (2011-2012):

- Financial Advisor in Gallipolis, Ohio; District Sales Manager in Pittsburgh, Pennsylvania; Complex Director of western Tennessee, and Divisional Director for the western U.S.A. for the New Advisor Training program.

Huntington Investment Company (2010-2011):

- Director of Huntington Wealth Advisors.

Prudential Securities/Wachovia Securities/Wells Fargo Advisors (2003-2010):

- Managed the Columbus, Ohio Complex, Pittsburgh, Pennsylvania Complex, and Indianapolis, Indiana Complex.

The Ohio Company (1983-1993):

- Financial Advisor in Gallipolis, Ohio

## **DISCIPLINARY INFORMATION**

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## **OTHER BUSINESS ACTIVITIES**

Stan Evans lives and works on his family farm and as such earns profits from a peach and apple orchard and growing grains each year. This outside business activity produces no conflict of interest with advisory clients.

Stan Evans is a FINRA Dispute Resolution Industry Arbitrator, serving in this capacity for the last 15 years. He is paid for each arbitration panel. This outside activity produces no conflict of interest with advisory clients.

Stan Evans serves on the following Board of Directors/Board of Trustees, and is not compensated. These outside activities produce no conflict of interest with advisory clients.

- Holzer Foundation, Gallipolis, OH
- Welsh Advisory Board, Rio Grande, OH
- Moriah Church Cemetery Association, Oak Hill, OH
- Elder, Moriah Presbyterian Church, Oak Hill, OH
- University of Rio Grande Board of Trustees, Rio Grande, OH

## **ADDITIONAL COMPENSATION**

Mr. Evans receives additional compensation from non-clients for providing advisory services.

## **SUPERVISION**

As President of Stan Evans Financial Planning, LLC, Stan Evans is primarily responsible for the supervision of all IA Representatives of Stan Evans Financial Planning, LLC. All financial plans, portfolio management recommendations, transactions, advisory fees, and accounts are reviewed by Stan Evans. Advisory clients may contact Stan Evans directly by calling telephone number: 740-446-4200 or sending an email to: stan@stanevansfinancial.com.

## **REQUIREMENTS FOR SEC REGISTERED ADVISORS**

Stan Evans Financial Planning, LLC is required to disclose additional information for Stan Evans, which includes whether or not he has ever been the subject of a bankruptcy petition or ever been found liable in either: (a) an arbitration; or (b) a civil, self-regulatory organization, or administrative proceeding. Stan Evans nor Stan Evans Financial Planning, LLC have ever been subject to any of the above, and, therefore, there is no information to disclose in this regard.