



## **PART 2A OF FORM ADV – BROCHURE**

**CRANBROOK WEALTH MANAGEMENT, LLC**  
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**Bloomfield Hills, MI 48304**

**(248) 362-0900**

**March 29, 2021**

This Brochure provides information about the qualifications and business practices of Cranbrook Wealth Management, LLC. If you have any questions about the contents of this Brochure, please contact our Chief Compliance Officer Casey Bear at (248) 362-0900 or [cb@cranbrookwealth.com](mailto:cb@cranbrookwealth.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.

We are a registered investment adviser. Registration of an adviser does not imply any level of skill or training.

Additional information about Cranbrook Wealth Management, LLC also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **ITEM 2: MATERIAL CHANGES**

Pursuant to SEC rules, we will ensure that you receive a summary of any material changes to this and subsequent brochures within 120 days of the close of our business's fiscal year. We may also provide other ongoing disclosure information about material changes as necessary. Under the Amendments to the Form ADV we may provide you with this summary of Material Changes detailing any material changes that we made to our Brochure since the last annual update, in lieu of sending a full copy of our Brochure to all our clients.

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## **ITEM 4: ADVISORY BUSINESS**

### **Our Owners and Principals**

We are a Michigan limited liability company established in May 2004. Richard Balamucki owns twenty-five percent (25%) or more of our firm's membership interests.

### **Our Advisory Services**

We offer our clients a variety of advisory services including investment management and financial planning. Our financial planning services are only provided to our investment management clients and there is no additional fee for our financial planning services.

### ***Investment Management Services***

At the onset of our relationship, you will execute a Discretionary Investment Management Agreement with us setting forth the terms and conditions of our management of your investments. Also, together we will complete a Risk Tolerance Assessment; discuss your financial needs, investment objectives, time horizon, as well as any other factors that are relevant to your specific financial situation and any other supporting documentation required for our services. The Risk Tolerance Assessment (and other information obtained during the initial phase of the financial planning engagement, when applicable) enables us to design a tailored portfolio for you that meets your investment objectives, risk tolerance and investment time horizon. Prior to implementing the portfolio, we construct a written Investment Policy Statement that is signed by both you and your advisor.

We do not act as the custodian for your account. We utilize Fidelity Brokerage Services, LLC as the custodian for accounts under our management. You must enter into an account agreement with Fidelity, under which Fidelity will take and maintain custody of your assets, effect security transactions, and provide confirmations of transactions executed for your account and periodic account statements. Once you have opened a securities brokerage account with Fidelity and deposited assets designated for our management into your account we can begin investing your assets pursuant to your Investment Policy Statement, our written agreement and any other limitations you established in writing.

After analyzing your Risk Tolerance Assessment, current financial situation, and other stated objectives and considerations, our investment adviser representatives assist you in developing an appropriate investment strategy for investing the assets in your account. We tailor your investment portfolio based on one of our model portfolios and allocate your assets among various securities within the asset classes of the model portfolio. Once your investment portfolio is established, our investment adviser representatives monitor, review, and rebalance your account as necessary.

We begin with target portfolios, ranging from 100% equities to 100% fixed income securities. Generally, the asset classes in the portfolios are comprised of open-end mutual funds and exchange-traded funds, also known as ETFs. We maintain a recommended list of various mutual funds and ETFs for each asset class held in the model portfolios, and our investment adviser representatives generally do not purchase mutual funds or ETFs that are not on this

approved list. We monitor and review the securities on the recommended list, and make changes when appropriate. We tailor your portfolio by choosing securities from this list to fill each asset class of the portfolio model that supports your investment strategy. We may hold securities not on the preferred list due to client legacy positions, tax considerations, client demands and restrictions, or other reasons.

We may, in our sole discretion, allow you to transfer individual equities you currently own into an account we manage. If we allow the transfer, we determine what asset class the equities represent and adjust the portfolio accordingly. If we decide that these securities cannot be held in the account we manage, we will liquidate the securities and allocate the assets appropriately.

### ***Financial Planning Services***

We offer clients a diverse menu of financial planning services including:

- Education Planning;
- Estate Planning;
- Tax Planning;
- Investment Planning;
- Risk Management (insurance);
- Retirement Planning;
- Cash flow planning; and
- Other investment and non-investment related matters.

We consult with you to discuss your goals, objectives, risk tolerance, and any special or particular circumstance unique to the client. After analyzing your individual circumstances, objectives and risk profile, we present our recommendations to you. We make our recommendations to you both orally and in a written financial plan.

Our recommendations may include topics related to those listed above. To implement our advice, we may also recommend that you work with other professionals, such as attorneys or accountants, or utilize various financial products, such as insurance or securities, to implement our recommendations and to obtain your financial goals.

### ***Private Equity and Alternative Investments***

We do not, under any circumstances, recommend investments in private equity and/or private placements to our clients. However, our clients occasionally ask us to review potential illiquid alternative investments that have been offered to them from third parties. In these circumstances, we will advise our clients on how that particular investment opportunity fits into their comprehensive plan. We may give advice on how to title the investment, how the investment fits within the client's estate plan, and how that investment would fit into the client's total net worth and overall asset allocation. If the client requests, we may occasionally review

offering memoranda, financial statements, and other documents. However, we do not review these documents in a legal capacity nor conduct any formal due diligence review. Furthermore, we do not make specific recommendations on whether the client should invest in any particular illiquid alternative investment. That decision rests solely with the client. Finally, we do not receive any compensation with respect to assisting our clients in this regard.

### **Assets Under Management**

We manage client assets on a discretionary basis. As of December 31, 2020, we had \$854,287,600 in client assets managed on a discretionary basis.

## **ITEM 5: FEES AND COMPENSATION**

### **Investment Management Fees**

We charge you an annual fee based upon a percentage of the market value of the assets you place under our management. Our fee is negotiable, but it generally ranges from 0.10% to 1.00% depending on the size of the account, services to be rendered, and other considerations. In limited circumstances, we may agree to charge a client a fixed fee but this type of fee arrangement is solely in our discretion. We charge our fees quarterly, in advance, based upon the market value of the assets in your account as valued by Fidelity on the last day of the previous quarter. We prorate the fee for your first quarter based on the number of calendar days during the quarter that your account is invested. When assets are deposited or withdrawn from an account after the inception of a quarter, we do not adjust or prorate our fee with respect to such assets based on the number of days remaining in the quarter.

We design our portfolios as long-term investments and asset withdrawals may impair the achievement of your investment objectives. You may make additions to or withdrawals from your account at any time, subject to our right to terminate an account and, if applicable, any securities settlement procedures. Additions to your account may be in cash or securities.

However, we reserve the right to liquidate any transferred securities, or decline to accept particular securities into your account. When transferred securities are liquidated, such securities are subject to transaction fees, fees assessed at the mutual fund (i.e. contingent deferred sales charges) and, possibly, tax ramifications.

Generally, you authorize us in the Investment Management Agreement to invoice Fidelity directly and grant Fidelity permission to directly deduct our fees from your account. Fidelity's periodic statements will show all amounts disbursed from your account, including the amount of our fee. You may withdraw this authorization for direct billing of our fee at any time by notifying us or Fidelity in writing.

If you maintain annuities, 401(k) accounts, and other outside accounts at a custodian other than Fidelity you will pay an asset based fee that generally ranges from 0.10% to 1.00%, billed quarterly in advance, based on the total amount of assets within the account. If you utilize this service you may elect to be billed directly for our fees or, if you maintain an account at Fidelity you may authorize us to bill our fees to Fidelity for deduction from your Fidelity

account. In that case, you authorize us in Exhibit C to the Discretionary Investment Management Agreement to grant Fidelity permission to directly deduct our fees from your account. Fidelity's periodic statements will show each fee deduction from your account. You may withdraw this authorization for direct billing of these fees at any time by notifying us in writing. We manage these outside accounts on a discretionary basis.

### **Other Fees and Expenses**

Our advisory fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses that you may incur. Your account will separately pay for those services and will be reported to you on your custodian's account statements. In addition, you may incur other fees and charges imposed by third-parties, including, but are not limited to, fees charged by fund management and other fees imposed directly by a mutual fund purchased in your account as disclosed in the fund's prospectus, certain deferred sales charges on previously purchased mutual funds, custodial fees on real estate investment trusts, IRA administration fees, transfer taxes, wire transfer and electronic fund fees, check writing fees, SEC expenses on securities transactions, custodial termination fees, and other fees and taxes on brokerage accounts and securities transactions.

Mutual funds and ETFs typically charge their shareholders various fees and expenses associated with the establishment and operation of the funds. These fees will generally include a management fee, shareholder servicing, other fund expenses, and sometimes a distribution fee. These separate fees and expenses are disclosed in each fund's current prospectus, which is available from the fund or we can provide it to you upon request.

Consequently, for any type of fund investment, it is important for you to understand that you are directly and indirectly paying two levels of advisory fees and expenses: one layer of fees are paid at the fund level and one layer of advisory fees are paid to us. Generally speaking, most mutual funds may be purchased directly, without using our services and without incurring our advisory fees. Most mutual funds offer several "classes" of their shares which may be purchased by different types of investors or investors with different investment objectives. These are also described in the mutual funds' prospectuses.

### **Terminating Our Services**

You have five (5) business days after executing the Investment Management Agreement to terminate the services without penalty. After that, either of us may terminate the Investment Management Agreement by providing written notice to the other party. Your death, disability or incompetence will not terminate or change the terms of the Investment Management Agreement. However, your executor, guardian, attorney-in-fact or other authorized representative may terminate the Investment Management Agreement by providing us with proper written notice.

Termination will not affect (i) the validity of any action we previously took under the Investment Management Agreement; (ii) liabilities or obligations of the parties from transactions initiated before termination; or (iii) your obligation to pay our fees already incurred. Upon termination, we prorate the annual fee through the date of termination and refund you any remaining balance, as appropriate.

## **ITEM 6: PERFORMANCE-BASED FEES AND SIDE-BY-SIDE MANAGEMENT**

We do not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client).

## **ITEM 7: TYPES OF CLIENTS**

We offer our services to individuals, pension and profit-sharing plans, charitable institutions, trusts, estates, corporations and business entities.

We do not impose any conditions for starting or maintaining an account, such as a minimum annual fee or account balance.

## **ITEM 8: METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS**

### **Methods of Analysis**

To analyze potential investments we review information from a number of sources, both public and by purchase, including financial newspapers and magazines, research materials prepared by third-parties, corporate rating services, annual reports, prospectuses and filings with the SEC and company press releases. We also use general securities publications and research materials such as Morningstar Principia Mutual Fund Advanced, Y Charts, Value Line Investment Survey, S&P Stock Guide, Lipper Library and Mutual Fund Services, The Wall Street Journal, Barron's, Investment Advisor, Journal of Financial Planners, Financial Planning, Financial Advisor, Profiles Plus, and Continuing Education Programs. We believe these resources for information are reliable and regularly depend on these resources for making our investment decisions; however, we are not responsible for the accuracy or completeness of this information.

### **Investment Strategies**

We use a variety of investment strategies depending on your circumstances and needs. We may recommend implementing long-term purchases (held at least a year) or short-term purchases (held less than a year) of stocks, bonds, mutual funds, exchange traded funds, municipal and government securities, and other types of investments. We often recommend mutual funds and exchange traded funds of different kinds to promote portfolio diversification within various asset classes, such as large cap/small cap, domestic/international, or equities/bonds. We may recommend periodic purchases, sales, and exchanges of those mutual fund shares within mutual fund families and between different mutual fund families when there are changes in your needs, market conditions, or economic developments. We base our investment philosophy, in large part, on the concept of rebalancing; both annually and within the context of significant deposits and/or withdrawals.

## **Types of Investments and Risk of Loss**

We offer advice about a wide variety of investment types, including mutual funds, index funds, exchange traded funds, corporate debt, government and municipal securities, real estate investment trusts, and others, each having different types and levels of risk. We will discuss these risks with you in determining the investment objectives that will guide our investment advice for their account. We will explain and answer any questions you have about these kinds of investments, which present special considerations such as the following.

Investing in securities involves risk of loss that you should be prepared to bear. Obtaining higher rates of return on investments typically entails accepting higher levels of risk. We work with you to attempt to identify the balance of risks and rewards that is appropriate and comfortable for you. However, it is still your responsibility to ask questions if you do not fully understand the risks associated with any investment or investment strategy.

Also, while we strive to render our best judgment on your behalf, many economic and market variables beyond our control can affect the performance of your investments and we cannot assure you that your investments will be profitable or assure clients that no losses will occur in their investment portfolio. Past performance is one consideration with respect to any investment or investment advisor, but it is not a predictor of future performance.

### ***Mutual Funds, Index Funds and Exchange Traded Funds***

Most mutual funds offer several “classes” of their shares which may be purchased by different types of investors or investors with different investment objectives. These are also described in the mutual funds’ prospectuses. Depending on your investable assets, investment objectives, and time horizon, different classes may be more appropriate for your circumstances. We can discuss with you the available classes of mutual fund shares that may be available, the different purposes for which they may be purchased, and the differences in expenses and charges associated with each share class.

### ***Variable Annuities***

Variable annuities are complex financial products offered by insurance companies. Investment in a variable annuity contract is subject to both general market risk and the insurance company’s credit risk. These and other risks are described in the variable annuities’ prospectuses. Variable annuities are regulated under both securities and insurance laws and related rules and regulations. Variable annuities offer various benefits and features which may or may not have value to a client depending on their circumstances, which we can discuss with the client. Like other types of investments, commissions are paid for the purchase of variable annuities and there may be substantial surrender charges. These commissions, surrender charges, and other expenses are disclosed in the prospectus.

Please note that we do not sell variable annuities or receive any commissions with respect to the purchase of these products. When appropriate, we may roll a client’s existing variable annuity into the Fidelity Investments Life Insurance Company variable annuity. We do not receive any commissions or any other form of compensation with respect to this transaction.

Furthermore, the Fidelity Investment Life Insurance Company's annual annuity, mortality, and expense charges are generally much lower than the expenses incurred through our client's existing variable annuities with other life insurance companies. After the commission-free transfer, we may manage the underlying investments pursuant to one of our investment management or financial consulting agreements. In these cases, there are two layers of fees paid – one layer to the insurance company and one layer to our firm for our advisory services.

### **ITEM 9: DISCIPLINARY INFORMATION**

As a registered investment adviser, we are required to disclose all material facts regarding any legal or disciplinary events that would be material to a client's evaluation of our firm or the integrity of our management. We have no legal or disciplinary events to disclose.

### **ITEM 10: OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS**

#### **Other Business Activities**

As a registered investment adviser we are required to disclose information regarding our business activities, outside of giving investment advice, our other activities in the financial industry, and any arrangements with related persons that are material to our advisory business or clients. Mr. Bear is a licensed attorney with the State of Michigan. Mr. Bear does not practice law through Cranbrook Wealth Management, LLC or on his own. His advice should not be construed as legal advice. When appropriate, please consult with your attorney and/or accountant before proceeding.

### **ITEM 11: CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING**

We have adopted a Code of Ethics describing the standards of business conduct we expect of all our officers, employees, and advisors. Our Code also describes certain reporting requirements with which particular individuals associated with or employed by us must comply. In particular, our Code is designed to protect our clients and our reputation by deterring misconduct, guarding against violations of the securities laws and establishing procedures to ensure that our representatives conduct themselves ethically at all times. In accordance with Section 204A-1 of the Investment Advisers Act of 1940, we also maintain and enforce written policies and procedures reasonably designed to prevent the misuse of material non-public information by us or any person associated with us.

Our principals and employees may buy or sell securities that we recommend to you so long as the purchase and sale is consistent with our written Policies and Procedures. However, our employees are prohibited from buying or selling for themselves or for their immediate family (i.e. spouse, minor children, and adults living in the same household) securities that are being purchased or sold, or considered for purchase or sale on behalf of any of our clients, until we decide not to purchase or sell that security on behalf of a client. This requirement is not applicable to: (i) direct obligations of the United States Government; (ii) money market

instruments, bankers acceptances, bank certificates of deposit, commercial paper, repurchase agreements and other high quality short-term debt instruments; (iii) shares of open-end mutual funds or money market funds; (iv) shares issued by unit investment trusts that are invested exclusively in one or more open end mutual funds.

Furthermore, we maintain a Restricted Securities List that prohibits our principals and employees from purchasing certain securities while the publicly traded company and/or a member of such publicly traded company's senior management is our client. This applies to our clients that are executives, officers, and/or directors of publicly traded companies. Finally, we require all of our principals and employees to disclose their own securities transactions to our Chief Compliance Officer on quarterly basis. Each and every individual is responsible for completing a Quarterly Reportable Securities Transaction Report. These reports are reviewed by the Chief Compliance Officer, signed, and dated.

You may request a copy of our Code by contacting our Chief Compliance Officer, Casey Bear, at (248) 362-0900 or [cb@cranbrookwealth.com](mailto:cb@cranbrookwealth.com).

## **ITEM 12: BROKERAGE PRACTICES**

### **Directed Brokerage & Soft Dollars**

Although we do not require that you use a specified custodian, we have established a custodial relationship with Fidelity Brokerage Services, LLC and we recommend that you use Fidelity. In recommending Fidelity, we consider not only Fidelity's commission rate and execution capabilities, financial responsibility and responsiveness to instructions, but also the full range of services provided by Fidelity, including research and custodial services.

We must determine in good faith that the amount of any transaction cost paid is reasonable in relation to the value of the brokerage and research services provided, viewed in terms either of a particular transaction or our overall responsibilities with respect to accounts as to which we exercise investment discretion. We must also determine that any services we receive provide lawful and appropriate assistance in the performance of our investment decision-making responsibilities. We review our relationship with Fidelity and compare its services to other broker-dealers at least annually to ensure we obtain best execution.

Our arrangement with Fidelity provides us with products and services that assist us in managing and administering all of our clients' accounts, including software and other technology that: provides us access to your account data (such as trade confirmations and account statements); facilitates trade execution; facilitates payment of our fees from your accounts; and assists us with back office functions, record keeping and client reporting. We have not and do not intend to enter into any contractual third-party soft-dollar arrangements, such as where we commit to place a specific level of brokerage with a specific firm in return for which the brokerage firm will pay for various research related products or services for us that are generally available for cash purchase.

You may direct us to utilize a specified broker-dealer of your choice to effect transactions for or with your account, or our agreement with you may state a directed brokerage arrangement

with a specified financial services firm. You should understand that, in the case of a directed brokerage arrangement, (1) you will be solely responsible for negotiating the terms and arrangements on which those brokers and dealers are engaged, and we will have no responsibility for reviewing the fairness of those terms and arrangements; (2) we will not seek better execution services or prices from other brokers and dealers in connection with transactions for your account; (3) we will not monitor the performance of or the services provided by the brokers and dealers so designated; and (4) and as a result, you may pay higher commissions or other transaction costs or greater spreads, or receive less favorable net prices, on transactions for the account than would otherwise be the case. However, we may seek better execution services or prices from other brokers or dealers or “batch” your transactions for execution if it is required by law or fiduciary duties, such as the fiduciary duty provisions under the Employee Retirement Income Security Act of 1974, as amended, if you are a plan subject to ERISA, or if the broker or dealer you designate is unable or unwilling to effect a particular transaction or transactions, which may occur with certain transactions involving fixed-income securities.

We always endeavor to put the interest of our clients first. You should be aware that our receipt of economic benefits from Fidelity creates a conflict of interest since these benefits may influence our choice of Fidelity over another broker-dealer or custodian that does not furnish these products or services. To mitigate the conflict, we review Fidelity’s services and performance at least annually by comparing Fidelity’s services and performance to that of other custodians to ensure we are obtaining best execution.

### **Aggregation of Orders**

Investment advisers may aggregate the purchase or sale of securities for various client accounts for our administrative convenience and, in some transactions, to obtain better execution for the aggregated order than might be achieved by processing each of the transactions separately. We do not aggregate trades.

## **ITEM 13: REVIEW OF ACCOUNTS**

### **Review of Accounts**

All reviews are conducted by our investment advisor representatives. We encourage you to discuss your needs, goals and investment objectives with the adviser and to keep us informed of any changes that might affect your financial situation. We continuously monitor your portfolio as part of an ongoing process, and conduct account reviews at least annually, but more frequently at your request, to discuss the impact resulting from any changes in your financial situation or investment objectives and make recommendations as appropriate.

### **Reports**

We send you reports at least annually which includes information such as an inventory of the account holdings and account performance. You also receive statements directly from your custodian at least quarterly stating the current balance in each account and any activity that has occurred during the reporting period, including asset management fees paid to the firm.

#### **ITEM 14: CLIENT REFERRALS AND OTHER COMPENSATION**

We must inform you if we receive an economic benefit from a third-party, who is not a client, for providing investment advice or other advisory services to you. We must also inform you if we compensate anyone who is not a supervised person of our firm for client referrals. We do not receive any such benefits or have any referral or solicitation arrangements.

#### **ITEM 15: CUSTODY**

We are deemed to have custody when we are authorized, by the client, to directly debit our advisory fees from the client's custodian account. We are also deemed to have custody when a client establishes a letter of instruction or other asset transfer authorization arrangement with their qualified custodian, authorizing us to disburse funds to one or more third parties specifically designated by the client.

Some of our clients provide us with personal identification numbers and passwords so that we can access their accounts for trading purposes and/or planning purposes. Because we have this information in our possession, we are deemed to have "custody" of these clients' assets under Rule 206(4)-2 of the Investment Advisors Act of 1940. We also have custody of certain client accounts over which one of our principals serves as trustee. As required by the custody rule, we have engaged an independent public accounting firm registered with the Public Company Accounting Oversight Board to conduct surprise examinations of these accounts. The accounting firm will conduct these exams each year at a time chosen by the accounting firm without prior notice to us, and that is irregular from year to year.

You will receive statements from the broker-dealer, bank or other qualified custodian that holds and maintains your investment assets at least quarterly. We urge you to carefully review such statements and compare such official custodial records with any statements that we may provide you. Our statements may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

#### **ITEM 16: INVESTMENT DISCRETION**

We offer discretionary investment management services. We receive discretionary authority in writing from you at the outset of our advisory relationship in the Discretionary Investment Management Agreement. Discretionary authority grants us the ability to determine, without obtaining your specific consent, the securities to be bought or sold for your portfolio, and the amount of securities to be bought or sold. In all cases, however, we exercise such discretion consistent with the stated investment objectives for your account and consider the size of your account and risk tolerance.

Also, you will likely sign an agreement with your custodian which generally includes a limited power of attorney granting us authority to direct and implement the investment and reinvestment of your assets within the account, but not direct the assets outside of the custodial account. When selecting securities and determining amounts, we observe your investment policies, limitations and restrictions.

### **ITEM 17: VOTING CLIENT SECURITIES**

As a matter of firm policy and practice, we will not be responsible for responding to proxies that are solicited with respect to annual or special meetings of shareholders of securities held in your account. Proxy solicitation materials will be forwarded to you for response and voting.

### **ITEM 18: FINANCIAL INFORMATION**

As a registered investment adviser, we must provide you with certain financial information or disclosures about our financial condition if we have financial commitments that impair our ability to meet contractual and fiduciary commitments to you and our other clients. We have not been the subject of a bankruptcy proceeding and do not have any financial commitments that would impair our ability to meet any contractual or fiduciary commitments.

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