



**Part 2A of Form ADV: *Firm Brochure***

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This brochure provides information about the qualifications and business practices of Zimmerman Wealth Management, LLC. If you have any questions about the contents of this brochure, please contact us at 847-556-3200 or [thz@zimmermanwealth.com](mailto:thz@zimmermanwealth.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.

Zimmerman Wealth Management, LLC is a registered investment adviser. Registration of an investment adviser does not imply any level of skill or training.

Additional information about Zimmerman Wealth Management, LLC is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by a unique identifying number, known as a CRD number. Our firm's CRD number is 127526.

**Item 2 Material Changes**

Since the last annual update filed with the Securities and Exchange Commission on March 30, 2020, Item 5 of this brochure has been updated to provide additional detail regarding the firm's billing practices and to reflect certain other updating amendments.

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#### **Item 4 Advisory Business**

Zimmerman Wealth Management, LLC (the “firm,” “we,” “us” or “our”) is an SEC-registered investment adviser with its principal place of business located in Evanston, IL. Zimmerman Wealth Management, LLC began conducting business in 2003. Thomas H. Zimmerman (CFP®), Founder, Managing Member and Chief Compliance Officer, is the firm’s principal shareholder and controls more than 25% of the firm.

Zimmerman Wealth Management, LLC prides itself on its personalized, objective and responsive approach to helping investors better plot their financial futures. The firm is standing by to design solid, personalized programs to help clients reach their life and financial goals. Zimmerman Wealth Management, LLC offers the following advisory services to our clients:

#### **INVESTMENT SUPERVISORY SERVICES INDIVIDUAL PORTFOLIO MANAGEMENT**

Our firm provides continuous advice to a client regarding the investment of client funds based on the individual needs of the client. Through personal discussions in which goals and objectives based on a client’s particular circumstances are established, we develop a client’s personal investment policy and create and manage a portfolio based on that policy. During this process, we determine the client’s individual objectives, time horizons, risk tolerance, and liquidity needs. As appropriate, we also review and discuss a client’s prior investment history, as well as family composition and background.

We manage these advisory accounts on a discretionary basis. Account supervision is guided by the client’s stated objectives (i.e., maximum capital appreciation, growth, income, or growth and income), which may include certain tax considerations.

Clients may impose reasonable restrictions on investing in certain securities, types of securities, or industry sectors. Any such restrictions will be set forth in writing in the client’s Investment Policy Statement.

While our investment recommendations generally focus on portfolios of mutual funds, exchange-traded funds (“ETFs”) and closed-end funds, our investment recommendations are not limited to any specific product or service offered by a broker-dealer or insurance company and will generally include advice regarding the following securities:

- Exchange-listed securities
- Securities traded over-the-counter
- Foreign issuers
- Commercial paper
- Certificates of deposit
- Municipal securities
- Variable life insurance

- Variable annuities
- Mutual fund shares
- United States governmental securities
- Interests in partnerships investing in real estate

Because some types of investments involve certain additional degrees of risk, they will only be implemented/recommended when consistent with the client's stated investment objectives, tolerance for risk, liquidity and suitability.

### **FINANCIAL PLANNING AND PENSION CONSULTING**

We also provide financial planning services to individuals and a small number of employee benefit plans, mainly defined-contribution plans such as 401(k) plans, which generally consists of providing advice to the plan or to individual plan participants.

For advice to plans, the firm generally assists the plan in the selection of investment options, which typically consist of mutual funds offered to plan participants. The firm evaluates the number of funds offered under the plan and recommends a menu of investment options. To the extent the firm provides pension consulting services, such services are provided on a non-discretionary basis.

For individuals, financial planning is a comprehensive evaluation of a client's current and future financial state by using currently known variables to predict future cash flows, asset values and withdrawal plans. Through the financial planning process, all questions, information and analysis are considered as they impact and are impacted by the entire financial and life situation of the client. Financial planning clients receive a written report which provides the client with a detailed financial plan designed to assist the client in achieving his or her financial goals and objectives.

In general, the financial plan can address any or all of the following areas:

- **PERSONAL:** We review family records, budgeting, personal liability, estate information and financial goals.
- **TAX & CASH FLOW:** We analyze the client's income tax and spending and planning for past, current and future years; then illustrate the impact of various investments on the client's current income tax and future tax liability.
- **INVESTMENTS:** We analyze investment alternatives and their effect on the client's portfolio.
- **INSURANCE:** We review existing policies to ensure proper coverage for life, health, disability, long-term care, liability, home and automobile.
- **RETIREMENT:** We analyze current strategies and investment plans to help the client achieve his or her retirement goals.
- **DEATH & DISABILITY:** We review the client's cash needs at death, income needs of

surviving dependents, estate planning and disability income.

- ESTATE: We assist the client in assessing and developing long-term strategies, which may incorporate, as appropriate, living trusts, wills, estate tax considerations, powers of attorney, asset protection plans, Medicaid, assisted living and long-term care services and other considerations under applicable law.

We gather required information through in-depth personal interviews. Information gathered includes the client's current financial status, tax status, future goals, returns objectives and attitudes towards risk. We carefully review documents supplied by the client, including a questionnaire completed by the client, and prepare a written report. Should the client choose to implement the recommendations contained in the plan, we suggest the client work closely with his or her attorney, accountant, insurance agent, and/or stockbroker. Implementation of financial plan recommendations is entirely at the client's discretion.

We also provide general non-securities advice on topics that may include tax and budgetary planning, charitable giving, estate planning and business planning, including succession planning.

For clients receiving financial planning services only, our investment recommendations are not limited to any specific product or service offered by a broker-dealer or insurance company and will generally include advice in securities similar to those noted above for individual portfolio management. For clients receiving financial planning only, with no investment advice, we will recommend investments by broad asset allocation categories, as opposed to individual funds or securities. Typically the financial plan is presented to the client within six months of the contract date, provided that all information needed to prepare the financial plan has been promptly provided.

#### **AMOUNT OF MANAGED ASSETS**

As of December 31, 2020, the firm managed on a discretionary basis approximately \$303,797,935 in regulatory assets under management. The firm does not currently manage any non-discretionary assets.

## Item 5 Fees and Compensation

### **INVESTMENT SUPERVISORY SERVICES: INDIVIDUAL PORTFOLIO MANAGEMENT FEES**

The annualized fee for investment supervisory services is typically charged as a percentage of assets under management, according to the following schedule:

Assets Under Management	Annual Fee
First \$5,000,000	1.00%
Next \$2,000,000	0.75%
Next \$3,000,000	0.65%
Over \$10,000,000	Negotiable

All client assets are held by a qualified custodian which may be a broker-dealer. The specific manner in which fees are charged to a client is established in the applicable client's advisory agreement. The firm may invoice a client for its fees, but more typically fees are debited directly from the client's account by the custodian in accordance with the client authorization. Fees are typically billed quarterly, in advance, at the beginning of each calendar quarter based upon the value (market value or fair market value in the absence of market value), of the client's account at the end of the previous quarter. In the event a client makes an additional contribution to an account after the inception of a quarter, the fee payable with respect to such additional contribution will generally be prorated based on the number of days remaining in the quarter and added to the fee payable for the quarter immediately following. In the event a client makes a partial withdrawal from an account after the inception of a quarter, any prepaid fees will generally be credited towards the fee payable with respect to the quarter immediately following, prorated based on the number of days remaining in the quarter.

A client's custodian will generally determine the market value of the investments in a client's portfolio. If the custodian is unable to determine a market value for an investment, the firm

will provide a fair valuation. To the extent the firm provides a fair value for an investment, the firm has a conflict of interest as its fee will be based on such valuation.

**Limited Negotiability of Advisory Fees:** Although Zimmerman Wealth Management, LLC has established the aforementioned fee schedule(s), we retain the discretion to negotiate alternative fees, including fixed or hourly fees, on a client-by-client basis. Client facts, circumstances and needs are considered in determining the fee schedule. These include the complexity of the client, assets to be placed under management, anticipated future additional assets, related accounts, portfolio style, account composition and reports, among other factors. The specific annual fee schedule is identified in the contract between the adviser and each client.

We may group certain related client accounts for the purposes of achieving the minimum account size requirements and determining the annualized fee.

Discounts not generally available to our advisory clients may be offered to family members and friends of employees of our firm.

## **FINANCIAL PLANNING FEES**

Zimmerman Wealth Management, LLC's financial planning fee arrangement is determined based on the nature of the services being provided and the complexity of the client's circumstances. All fees are agreed upon prior to entering into a contract with any client.

Our financial planning fees may be charged as a percentage of client assets, at the rates set forth in the individual portfolio management fee chart above, or on a fixed fee and/or an hourly basis. Fees charged on an hourly basis generally range from \$75 to \$400 per hour. Although the length of time it will take to provide a financial plan will depend on each client's personal situation, we will provide an estimate for the total hours at the start of the advisory relationship.

Our fixed fee arrangements typically range from \$5,000 to \$7,500, depending on the complexity of the case and the specific fee arrangement reached with the client.

We may request a retainer upon completion of our initial fact-finding session with the client; however, advance payment will never be incurred for work that will not be completed within six months. Any remaining balances are due upon completion of the plan.

Typically, a client will be billed quarterly in advance based on our total estimated financial planning fees. In no case is a client billed for services more than six months in advance.

## **GENERAL INFORMATION**

**Fees in General:** The firm and its employees are not compensated for the sale of securities or other investment products recommended to clients. Clients have the option to purchase the securities and investment products the firm recommends through other brokers or agents



that are not affiliated with the firm and should note that advisory services similar to those provided by the firm may be available from other registered (or unregistered) investment advisers for similar or lower fees.

**Minimum Investments:** For individual portfolio management, there is an initial minimum investment of \$1,000,000 for the opening of an advisory account and a minimum annual fee of \$10,000. However, the firm may waive these requirements in its sole discretion. For clients seeking only financial planning advice, the firm does not impose a minimum net worth requirement or a minimum fee. There are no minimums relating to any pension consulting client.

**Termination of the Advisory Relationship:** A client agreement typically may be canceled at any time, by either party, for any reason upon receipt of 30 days' written notice. As disclosed above, certain fees are paid in advance of services being provided. Upon termination of any account, any prepaid, unearned fees will be promptly refunded. In calculating a client's reimbursement of unearned fees, we will prorate the reimbursement according to the number of days remaining in the billing period. Clients can contact the firm with any questions regarding refunded fees.

**Mutual Fund and Other Investment Vehicle Fees:** All fees paid to Zimmerman Wealth Management, LLC for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds, closed-end funds and/or ETFs to their shareholders as well as for any other investment vehicle in which a client invests. These fees and expenses are described in each fund's prospectus or offering materials. These fees will generally include a management fee, other fund expenses, and a possible distribution fee. If the fund also imposes sales charges, a client may pay an initial or deferred sales charge. A client could invest in a mutual fund or other investment vehicle directly, without our services. In that case, the client would not receive the services provided by our firm which are designed, among other things, to assist the client in determining which mutual fund or other investment vehicle is most appropriate to each client's financial condition and objectives. Accordingly, the client should review both the fees charged by the funds and our fees to fully understand the total amount of fees to be paid by the client so that the client can evaluate the advisory services being provided.

Many investment vehicles offer multiple share classes available for investment based upon certain eligibility and/or purchase requirements. For instance, in addition to more commonly offered retail mutual fund share classes, some funds offer institutional share classes or other share classes specifically designed for purchase by an account for a fee-based investment advisory program. Such share classes may have varying operating expenses and may have minimum purchase or other criteria that limit availability. The firm has implemented practices designed to assure that each client is invested in the share class with the lowest expense ratio for which the client is eligible to invest and that is determined appropriate by the firm, in its sole discretion, after consideration of certain relevant factors, including account size and anticipated holding period.

**Additional Fees and Expenses:** In addition to our advisory fees, clients are also responsible for the fees and expenses charged by custodians, broker-dealers and other third parties, including, but not limited to, any transaction charges imposed by a broker-dealer with which the firm effects transactions for the client's account(s), wire transfer and electronic funds fees

and markups and/or markdowns (bonds). Please refer to the “Brokerage Practices” section (Item 12) of this Form ADV for additional information.

***Grandfathering of Minimum Account Requirements:*** Advisory clients are subject to Zimmerman Wealth Management, LLC’s minimum account requirements and advisory fees when they become clients. The firm’s minimum account requirements and advisory fees have evolved over time, therefore, our firm’s minimum account requirements and advisory fees differ among clients.

***Limited Prepayment of Fees:*** Under no circumstances do we require or solicit payment of fees more than six months in advance of services rendered.

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

Zimmerman Wealth Management, LLC does not charge performance-based fees.

**Item 7 Types of Clients**

Zimmerman Wealth Management, LLC typically provides advisory services to the following types of clients:

- Individuals (other than high net worth individuals)
- High Net Worth Individuals
- Trusts and Estates
- Pension and profit sharing plans (other than plan participants)
- Charitable organizations
- Corporations or other entities not listed above

The conditions for managing an account are described above in Item 5, "Fees and Compensation." As noted above, account size and fee minimums may be waived in the sole discretion of the firm.

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

### METHODS OF ANALYSIS

We use the following methods of analysis in formulating our investment advice and/or managing client assets:

**Charting.** In this type of technical analysis, we review charts of market and security activity in an attempt to identify when the market is moving up or down and to predict how long the trend may last and when that trend might reverse.

**Fundamental Analysis.** We attempt to measure the intrinsic value of a security by looking at economic and financial factors (including the overall economy, industry conditions, and the financial condition and management of the company itself) to determine if the company is underpriced (indicating it may be a good time to buy) or overpriced (indicating it may be time to sell).

Fundamental analysis does not attempt to anticipate market movements. This presents a potential risk, as the price of a security can move up or down along with the overall market regardless of the economic and financial factors considered in evaluating the stock.

**Technical Analysis.** We analyze past market movements and apply that analysis to the present in an attempt to recognize recurring patterns of investor behavior and potentially predict future price movement.

Technical analysis does not consider the underlying financial condition of a company. This presents a risk in that a poorly-managed or financially unsound company may underperform regardless of market movement.

**Cyclical Analysis.** In this type of technical analysis, we measure the movements of a particular stock against the overall market in an attempt to predict the price movement of the security.

**Risks for all forms of analysis.** Our securities analysis methods rely on the assumption that the companies whose securities we purchase and sell, the rating agencies that review these securities, and other publicly-available sources of information about these securities, are providing accurate and unbiased data. While we are alert to indications that data may be incorrect, there is always a risk that our analysis may be compromised by inaccurate or misleading information.

### INVESTMENT STRATEGIES

Zimmerman Wealth Management, LLC generally employs a conservative long-term asset allocation investment strategy based on the needs of the client and consistent with the client's investment objectives, risk tolerance, and time horizons, among other considerations. While the firm generally utilizes mutual funds, ETFs and closed-end funds for portfolio allocation, the firm may recommend other types of securities to clients.

**Long-term purchases.** We typically purchase securities with the idea of holding them in the client's account for a year or longer. Typically we employ this strategy when:

- we believe the securities to be currently undervalued, and/or

- we want exposure to a particular asset class over time, regardless of the current projection for this class.
- A risk in a long-term purchase strategy is that by holding the security for this length of time, we may not take advantage of short-term gains that could be profitable to a client. Moreover, if our predictions are incorrect, a security may decline sharply in value before we make the decision to sell.

**Short-term purchases.** When utilizing this strategy, we purchase securities with the idea of selling them within a relatively short time (typically a year or less). We do this in an attempt to take advantage of conditions that we believe will soon result in a price swing in the securities we purchase.

A short-term purchase strategy poses risks should the anticipated price swing not materialize; we are then left with the option of having a long-term investment in a security that was designed to be a short-term purchase, or potentially taking a loss.

In addition, this strategy involves more frequent trading than does a longer-term strategy, and will result in increased brokerage and other transaction-related costs, as well as less favorable tax treatment of short-term capital gains.

## **RISK OF LOSS**

Securities investments are not guaranteed and you may lose some or all of your investment. We ask that you work with us to help us understand your tolerance for risk.

Below are the material risks associated with investing in the different types of securities held by our clients.

### ***Mutual Funds/ETFs***

Investments in mutual funds or ETFs are subject to all of the risks of the asset classes in which such funds invest and may include all of the risks described below. Clients will be subject to the risks disclosed in each fund's prospectus. Additionally, mutual funds and ETFs are subject to fees and costs that can lower investment returns.

ETFs may include leveraged or inverse ETFs, which are ETFs that seek to achieve a daily return that is a multiple or an inverse multiple of the daily return of a securities index. An important characteristic of these ETFs is that they seek to achieve their stated objectives on a daily basis, and their performance over longer periods of time can differ significantly from the multiple or inverse multiple of the index performance over those longer periods of time.

ETFs are subject to tracking errors. A tracking error is the difference between the performance of a fund and the performance of its underlying index. This is more evident in leveraged ETFs and can subject the ETF to significant outperformance or significant underperformance in comparison to the index or basket of assets it is intended to track.

### ***Fixed Income Securities***

The primary risks of investing in fixed income securities are credit risk and interest rate risk. Credit risk is the risk that the issuer of the security will default on principal or interest payments. Higher yielding bonds present a higher degree of credit risk. Interest rate risk is

the risk that bond prices fall when interest rates rise. Duration is a measure of interest rate risk. Generally, bonds with a higher duration are subject to greater price movements than bonds with lower duration. To the extent that the firm invests globally, fixed income securities also will be subject to additional risks of foreign securities described below.

### ***Equities***

The primary risks of equity securities are market risk and issuer risk. Market risk is the risk that the markets in which the firm invests may go up or down. Issuer risk is the risk associated with a particular issuer and its business such as regulatory, legal or economic risks associated with its product lines or the industry in which it operates.

### ***Foreign Securities Risk***

Portfolios that invest in foreign securities are also subject to the risks of fluctuation in currency values, differences in accounting and economic and political instability.

**Item 9 Disciplinary Information**

We are required to disclose any legal or disciplinary events that are material to a client's or prospective client's evaluation of our advisory business or the integrity of our management.

Our firm and our management personnel have no disciplinary events to disclose.



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

Our firm and our related persons are not engaged in other financial industry activities and have no other industry affiliations.

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

Our firm has adopted a Code of Ethics which sets forth high ethical standards of business conduct that we require of our employees, including compliance with applicable federal securities laws.

Zimmerman Wealth Management, LLC and our personnel owe a duty of loyalty, fairness and good faith towards our clients, and have an obligation to adhere not only to the specific provisions of the Code of Ethics but to the general principles that guide the Code of Ethics.

Our Code of Ethics includes policies and procedures for the review of quarterly securities transactions reports as well as initial and annual securities holdings reports that must be submitted by the firm's access persons. Among other things, our Code of Ethics requires the prior approval of any acquisition of securities in a limited offering (e.g., private placement) or an initial public offering. Our Code of Ethics also provides for oversight, enforcement and recordkeeping provisions.

Zimmerman Wealth Management, LLC's Code of Ethics further includes the firm's policy prohibiting the use of material non-public information. While we do not believe that we have any particular access to non-public information, all employees are reminded that such information may not be used in a personal or professional capacity.

Our Code of Ethics is designed to assure that the personal securities transactions, activities and interests of our employees will not interfere with (i) making decisions in the best interest of advisory clients and (ii) implementing such decisions while, at the same time, allowing employees to invest for their own accounts.

Our firm and/or individuals associated with our firm may buy or sell for their personal accounts securities identical to or different from those recommended to our clients.

With certain limited exclusions for mutual funds and money market funds, among others (i.e., non-reportable securities), it is the express policy of our firm that no person employed by us may purchase or sell any security prior to a transaction(s) being implemented for an advisory account, thereby preventing such employee(s) from benefiting from transactions placed on behalf of advisory accounts.

We do not aggregate our employee trades with client transactions.

As these situations represent actual or potential conflicts of interest to our clients, we have established the following policies and procedures for implementing our firm's Code of Ethics, to ensure our firm complies with its regulatory obligations and provides our clients and potential clients with full and fair disclosure of such conflicts of interest:

1. No principal or employee of our firm may put his or her own interest above the interest of an advisory client.
2. No principal or employee of our firm may buy or sell securities for their personal portfolio(s) where their decision is a result of information received as a result of his or her employment unless the information is also available to the investing public.
3. We maintain a list of all reportable securities holdings for our firm and anyone

associated with this advisory practice that has access to advisory recommendations ("access person"). These holdings are reviewed on a regular basis by our firm's Chief Compliance Officer or his/her designee.

4. When an access person is aware that the firm is purchasing/selling or considering for purchase/sale any security on behalf of a client, the access person may not directly or indirectly effect a transaction in such security until the transaction is completed for all clients or until a decision has been made to not purchase/sell the security on behalf of a client.
5. Access persons must receive prior approval for any transactions involving an IPO or private placement investment.
6. We have established procedures for the maintenance of all required books and records.
7. Clients can decline to implement any advice rendered, except in situations where our firm is granted discretionary authority.
8. All of our principals and employees must act in accordance with all applicable federal and state regulations governing registered investment advisory practices.
9. We require delivery and acknowledgement of the Code of Ethics by each supervised person of our firm.
10. We have established policies requiring the reporting of Code of Ethics violations to the firm's principal.
11. Any individual who violates any of the above restrictions may be subject to termination.

A copy of our Code of Ethics is available to our advisory clients and prospective clients. You may request a copy by email sent to [thz@zimmermanwealth.com](mailto:thz@zimmermanwealth.com), or by calling us at 847-556-3200.

## **Item 12      Brokerage Practices**

Zimmerman Wealth Management, LLC generally requires discretionary clients to provide us with written authority to determine the broker-dealer to be used to effect transactions for the client. Clients are responsible for the transaction-related charges imposed by a broker-dealer with which the firm effects transactions for the client's account.

Clients must include any limitations on this discretionary authority in a written authority statement. Clients may change/amend these limitations as required. Such amendments must be provided to us in writing.

Unless directed otherwise by a client, the firm generally directs clients to the institutional platform services of National Financial Services LLC and Fidelity Brokerage Services LLC (collectively, and together with all affiliates, "Fidelity"). The institutional platform services include brokerage, custody, consolidated statements and other services to firm clients and the firm. Although we recommend that clients establish accounts at Fidelity, it is the client's decision to custody assets with Fidelity. Zimmerman Wealth Management, LLC is independently operated and owned and is not affiliated with Fidelity.

Zimmerman Wealth Management, LLC has an arrangement with Fidelity through which Fidelity provides advisory clients of Zimmerman Wealth Management, LLC with "institutional platform services." The institutional platform services include, among others, brokerage, custody, consolidated statements and other related services. As part of Fidelity's institutional platform services, Zimmerman Wealth Management, LLC receives access to information, software and technology that assists it in managing and administering clients' accounts including software and other technology that:

1. provides access to client account data (such as trade confirmations and account statements);
2. facilitates trade execution and allocates aggregated trade orders for multiple client accounts;
3. provides research, pricing and other market data;
4. facilitates payment of fees from its clients' accounts; and
5. assists with back-office functions, recordkeeping and client reporting.

Fidelity also offers other services intended to help Zimmerman Wealth Management, LLC manage and further develop the firm's advisory practice but may not directly benefit our clients. Such services include, but are not limited to, performance reporting, financial planning, contact management systems, third party research, publications, access to educational conferences, roundtables and webinars, practice management resources, access to consultants and other third party service providers who provide a wide array of business related services and technology with whom Zimmerman Wealth Management, LLC may contract directly.

Fidelity generally does not charge clients of participating advisers separately for custody

services but is compensated by account holders through commissions and other transaction-related or asset-based fees for securities trades that are executed through Fidelity or that settle into Fidelity accounts (i.e., transaction fees are charged for certain no-load mutual funds, commissions are charged for individual equity and debt securities transactions). Fidelity provides access to many no-load mutual funds without transaction charges and other no-load funds at nominal transaction charges.

The firm invests principally in mutual funds and exchange-traded funds on behalf of client accounts. The firm recommends Fidelity to clients based on a number of factors including, but not limited to: (1) breadth of investment products made available to clients, particularly mutual funds and exchange-traded funds, (2) custodial platform provided to clients for which separate fees are not charged by Fidelity, (3) reputation, financial strength and stability, (4) prior service to firm clients, and (5) other products and services that benefit the firm, as discussed above. Fidelity charges a transaction fee for transactions placed with other brokers ("trade away fee"), which is in addition to the fee charged by the executing broker. Because of the trade away fee and our emphasis on mutual funds and exchange-traded funds, we expect to execute all or substantially all transactions through Fidelity and we generally do not negotiate individual trades among brokers. The firm may not obtain execution as favorable as the execution obtained by using broker-dealers other than Fidelity. To the extent that we execute individual equities and bond transactions for clients, we will periodically compare the prices obtained through the Fidelity, as applicable, with prices available through other brokers or execution venues for reasonableness, taking into account any applicable trade away fee.

### ***BROKERAGE FOR CLIENT REFERRALS***

While broker-dealers that we select to execute transactions may from time to time refer clients to the firm, Zimmerman Wealth Management, LLC does not make commitments to any broker or dealer to compensate that broker or dealer through brokerage or dealer transactions for client referrals; however, a potential conflict of interest may arise between the client's interest in obtaining the lowest commission cost and Zimmerman Wealth Management, LLC's interest in receiving future referrals.

### ***SOFT DOLLARS***

While it is not the firm's current practice, the firm may in the future determine whether to effect brokerage transactions of a client through broker-dealers who provide the firm with "brokerage or research services" as that term is used in Section 28(e)(3) of the Securities Exchange Act of 1934. Those services, if provided, could benefit all of the firm's clients, and not only those having brokerage transactions. In the event that the firm in the future should elect to do so, the firm will determine in good faith that the amount of the commission mark-up/mark-down paid is reasonable in relation to the value of the products and brokerage and research services received from such broker-dealer, viewed in terms of either that particular transaction or the firm's overall responsibilities to all of its clients.

### ***TRADE AGGREGATION***

As a matter of policy and practice, Zimmerman Wealth Management, LLC does not generally

aggregate client trades. Consequently, certain client trades may be executed before others, at a different price and/or commission rate. Where Zimmerman Wealth Management, LLC determines to place more than one order in the same security for multiple clients, the order of execution is determined on a “randomized” basis by the firm’s third party trading software. Additionally, as the firm does not generally aggregate client trades, our clients may not receive volume discounts available to advisers who aggregate client trades.

#### ***DIRECTED BROKERAGE***

A Client may direct Zimmerman Wealth Management, LLC to execute transactions for the client through a specific broker-dealer. If a client directs its brokerage to a specific broker-dealer, the firm may be unable to obtain the lowest commission cost.

Item 13      Review of Accounts

**INVESTMENT SUPERVISORY SERVICES  
INDIVIDUAL PORTFOLIO MANAGEMENT**

**REVIEWS:** While the underlying securities within Individual Portfolio Management services accounts are continually monitored, these accounts are reviewed at least quarterly. Accounts are reviewed in the context of each client's stated investment objectives and guidelines. More frequent reviews may be triggered by material changes in variables such as the client's individual circumstances, or the market, political or economic environment.

**REPORTS:** In addition to the monthly statements and confirmations of transactions that clients receive from their broker-dealer, we provide written monthly reports summarizing account performance, balances and holdings.

**FINANCIAL PLANNING AND PENSION CONSULTING SERVICES**

**REVIEWS:** While reviews may occur at different stages depending on the nature and terms of the specific engagement, such services are generally not considered ongoing. In general, no formal reviews will be conducted for Financial Planning clients unless contracted otherwise. Reviews for Pension Consulting clients, to the extent ongoing, typically occur annually.

**REPORTS:** Financial Planning clients will receive a completed financial plan. Additional reports will not typically be provided unless contracted otherwise. Pension Consulting clients will receive a written report of the investment recommendations for the plan.

**Item 14          Client Referrals and Other Compensation**

Currently, it is Zimmerman Wealth Management, LLC's policy not to engage solicitors or to pay related or non-related persons for referring potential clients to our firm. In the past, one non-related person provided one referral and is paid a fee on an ongoing basis for that client. No new relationships are planned to be initiated using this arrangement.

Upon request for a service provider referral by a client, such as for attorneys or accountants, the firm may provide a list of service providers. The firm is not directly compensated for providing such referrals. From time to time, service providers may refer clients to the firm. Neither the firm nor the applicable client pays any fee in connection with such referral.



## **Item 15      Custody**

The firm is deemed to have custody of client accounts where the firm has authority to instruct the custodian of the client account to deduct for the firm's advisory fees directly from the client account. As part of this billing process, the client's custodian is advised of the amount of the fee to be deducted from that client's account. On at least a quarterly basis, the custodian is required to send to the client a statement showing all transactions within the account during the reporting period.

Because the custodian does not calculate the amount of the fee to be deducted, it is important for clients to carefully review their custodial statements to verify the accuracy of the calculation, among other things. Clients should contact us directly if they believe that there may be an error in their statement.

## **Item 16        Investment Discretion**

Clients may hire us to provide discretionary asset management services, in which case we place trades in a client's account without contacting the client prior to each trade to obtain the client's permission.

Our discretionary authority includes the ability to do the following without contacting the client:

- determine the security to buy or sell; and/or
- determine the amount of the security to buy or sell

Clients give us discretionary authority when they sign a discretionary agreement with our firm, and may limit this authority by giving us written instructions. Clients may also change/amend such limitations by once again providing us with written instructions.

## **Item 17      Voting Client Securities**

We vote proxies for all client accounts; however, clients always have the right to vote proxies themselves. Clients can exercise this right by instructing us in writing to not vote proxies in their account.

We will vote proxies in the best interests of our clients and in accordance with our established policies and procedures. Our firm will retain all proxy voting books and records for the requisite period of time, including a copy of each proxy statement received, a record of each vote cast, a copy of any document created by us that was material to making a decision how to vote proxies, and a copy of each written client request for information on how the adviser voted proxies. If our firm has a conflict of interest in voting a particular action, we will notify the client of the conflict and retain an independent third party to cast a vote.

We will neither advise nor act on behalf of the client in legal proceedings involving companies whose securities are held in the client's account(s), including, but not limited to, the filing of "Proofs of Claim" in class action settlements. If desired, clients may direct us to transmit copies of class action notices to the client or a third party. Upon such direction, we will make commercially reasonable efforts to forward such notices in a timely manner.

With respect to ERISA accounts, we will vote proxies unless the plan documents specifically reserve the plan sponsor's right to vote proxies.

Clients can instruct us to vote proxies according to particular criteria (for example, to always vote with management, or to vote for or against a proposal to allow a so-called "poison pill" defense against a possible takeover). These requests must be made in writing. Clients can also instruct us on how to cast their vote in a particular proxy contest by contacting us at [thz@zimmermanwealth.com](mailto:thz@zimmermanwealth.com) or by telephone at 847-556-3200.

Clients may obtain a copy of our complete proxy voting policies and procedures by contacting us at [thz@zimmermanwealth.com](mailto:thz@zimmermanwealth.com) or by telephone at 847-556-3200. Clients may request, in writing, information on how proxies for his/her shares were voted. If any client requests a copy of our complete proxy policies and procedures or how we voted proxies for his or her account(s), we will promptly provide such information to the client.

**Item 18        Financial Information**

Under no circumstances do we require or solicit payment of fees more than six months in advance of services rendered. Therefore, we are not required to include a financial statement.

As an advisory firm that maintains discretionary authority for client accounts, we are also required to disclose any financial condition that is reasonably likely to impair our ability to meet our contractual obligations. Zimmerman Wealth Management, LLC has no additional financial circumstances to report.

Zimmerman Wealth Management, LLC has not been the subject of a bankruptcy petition at any time during the past ten years.