



**Form ADV Part 2A, Appendix 1
SWS Private Client
Wrap Fee Program Brochure**

November 10, 2023

985 North High Street, Suite 220
Columbus, Ohio 43201
614-670-5733
admin@swspartners.com

This wrap fee program brochure provides information about the qualifications and business practices of SWS Partners, LLC. If you have any questions about the contents of this brochure, please contact us at 614-670-5733 or admin@swspartners.net. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission (the "SEC") or by any state securities authority.

You can find more information about SWS Partners, LLC at the SEC's website www.adviserinfo.sec.gov. The firm's SEC File No. is 801-107254.

Item 2 – Material Changes

This item is used to provide you with a summary of new and/or updated information. You will receive a summary of any material changes to this brochure within 120 days of the close of our fiscal year. Furthermore, we will provide you with other interim disclosures about material changes as necessary. The firm has had the following material changes since our last annual amendment:

- Item 4: Updated the firm's regulatory assets under management.
- Item 6: Updated to include more information surrounding the firm's primary investment strategies.
- Item 7: Updated to include information surrounding side-by-side management of the private funds managed by SWS Partners and separately managed accounts.

You may also obtain a copy of this brochure by contacting Christopher Payne, Chief Compliance Officer, by phone at (513) 399-8091, or by email at cpayne@keybridgecompliance.com.

Additional information about SWS Partners, LLC is available via the SEC's website www.adviserinfo.sec.gov.

Item 3 – Table of Contents

| | |
|---|----|
| Item 2 – Material Changes | 2 |
| Item 3 – Table of Contents..... | 3 |
| Item 4 – Services, Fees, and Compensation | 4 |
| Item 5 – Account Requirements and Types of Clients..... | 8 |
| Item 6 – Portfolio Manager Selection and Evaluation | 8 |
| Item 7 – Client Information Provided to Portfolio Managers..... | 15 |
| Item 8 – Client Contact with Portfolio Managers..... | 15 |
| Item 9 – Additional Information | 16 |

Item 4 – Services, Fees, and Compensation

About Us

SWS Partners, LLC (“we,” “us” or “SWS”) is an Ohio limited liability company owned by Kessler Wealth Advisors LLC. Kessler Wealth Advisors LLC is owned by James F. Parker (50%) and Philip Kessler (50%). SWS has been providing investment advisory services since November 2015.

Wrap Fee Program Services

SWS Private Client

SWS Private Client services is offered exclusively as a wrap fee program. In our wrap fee program, we will provide direct discretionary portfolio management services for your account. Because the wrap program fee is based on the amount of assets in your account and is not commission-based (i.e., you are not charged a fee for each individual transaction in your account), you may trade in certain investment products without incurring separate brokerage commissions or transaction charges.

SWS’s private client services are designed to meet the challenging and diverse needs of its high-net-worth clients. These services are available to those high-net-worth clients that have committed at least \$2,000,000 to SWS for portfolio management and is offered exclusively as a wrap fee program. Please see Appendix 1 of this Part 2A disclosure brochure for details on the wrap fee program.

SWS private clients receive the following:

- Individually managed tactical portfolios constructed from ETFs, private equities, and individual equities.
- Two calls per year from financial planner.
- Client can call planner on an unlimited basis.
- Real-time investment report incorporating performance measurement of the investments in accordance with the client’s investment objectives through SWS 360, a performance, aggregation, and reporting tool offered by SWS.

SWS will work with you and your legal and tax advisors to assist with issues covering one or more of the following topics:

- Estate/Trust planning – Working with your advisors to assist in the development of an appropriate estate/ trust plan.
- Insurance – Assistance with wealth transition and business succession, long-term care.
- Tax and legal advice – If requested, providing recommendations appropriate service providers.
- Banking – Assistance in establishing banking relationships, lending and credit facilities, and related services to meet your investment and business needs.

- Alternative Investments – SWS will recommend alternative investment managers that meet the client’s needs, including direct partnerships and fund of funds. SWS will also provide ongoing review of the managers and recommendations of new managers.

Clients establishing a wrap fee account with SWS must open a securities brokerage and/or custody account and complete a new account agreement with Charles Schwab & Co., Inc. (“Schwab”). All transactions will be executed through Schwab.

We help clients select an appropriate strategy for managing their assets and financial affairs. SWS will then manage the assets in the wrap fee account in accordance with the chosen strategy. In selecting investments, we consider each client’s risk tolerance, funding needs and investment limitations.

Wrap Fee Program Fees

We charge wrap fee program clients a single fee calculated as a percentage of the assets in the account. The fee covers investment management services and the costs of executing trades. If SWS directly manages your account, we retain the entire fee to compensate us for our investment management services and to reimburse us for transaction charges assessed by Schwab through which we execute trades in your account. The fee you will pay depends on a variety of factors, including the volume of transaction activity in your account, the value of other services provided under the arrangement, the type and size of your account and the total amount of assets we manage for you. Accounts with multiple objectives, specific reporting requirements, portfolio restrictions, and other complexities may be charged a higher fee.

In determining whether to establish a wrap fee program account, you should be aware that the overall cost to you of the program may be higher or lower than the cost you might incur by purchasing separately the types of securities and services available in the program. In order to compare the cost of our wrap fee program with unbundled services, you should consider the following factors:

- trading activity associated with our investment strategies
- brokerage commissions that would be charged by Schwab, or at other broker-dealers

Depending upon the total wrap fee charged by our firm (as described more fully in the table below), the amount of portfolio activity in your account, and the value of investment advisory and other services provided, the wrap fee may or may not exceed the aggregate cost of such services if they were to be provided separately and/or if we were to negotiate transaction fees and seek best price and execution of transactions for your individual account. In addition, because our firm must absorb any transaction fees in wrap fee program accounts, we may have a disincentive to trade heavily in those accounts.

The SWS Partners Private Client standard fee schedule is below. Fees shown are on an annual basis. We reserve the right to negotiate a different fee for your account.

| Client Aggregate Assets* | Annual Fee Range** |
|---------------------------------|---------------------------|
| \$2,000,001 - \$5,000,000 | 0.95% |
| \$5,000,000 - \$15,000,000 | 0.75% |
| Over \$15,000,000 | 0.65% |

*Private Equity investments may be included in the client aggregate assets.

**Financial planning services are included in this fee.

Our fees are paid quarterly in advance and are based on the market value of the assets in your account at the beginning of the calendar quarter. We will deduct our fees directly from your account at your financial institution. If you have insufficient cash in your account to pay our fee, we may sell certain of your account assets to pay the fee. Fees are pro-rated for partial periods. If you terminate your agreement with us during a quarter, we will refund a pro rata portion of the fee you paid for that quarter, based on the number of days between the end of the notice period and the end of the quarter. If you make a deposit of additional assets into your account (s) during any wrap fee billing period, you may be required to pay an additional wrap fee. However, SWS will not make pro-rata adjustments or refund prepaid wrap fees with respect to a partial withdrawal from your account (s) during a wrap fee billing period. Your initial wrap fee will be deducted from each wrap fee account upon acceptance of your account(s) by SWS.

Other Fees

The wrap fee does not include annual account fees or other administrative fees, such as wire fees, charged by manager or brokerage firm; fees for securities transactions executed away from the custodian; certain odd-lot differentials, transfer taxes, transaction fees mandated by the Securities Act of 1934, postage and handling fees, and charges imposed by law with regard to transactions in the client's account; and advisory fees, expenses or sales charges (loads) of mutual funds (including money market funds), closed-end investment companies or other managed investments, if any, held in client's account. The wrap fee also does not cover certain costs associated with securities transactions in the over-the-counter market, such as fixed income securities where manager must approach a dealer or market maker to purchase or sell a security. Such costs include the dealer's mark-up, mark-down or spread and odd-lot differentials or transfer taxes imposed by law.

Your account may be invested in exchange traded funds ("ETFs"), other investment companies (like mutual funds), or private investment funds, such as hedge funds and private equity funds. These investment vehicles may charge internal management fees and expenses, which are disclosed in their prospectuses or offering documents. These fees are not shared with SWS. We evaluate these relative annual costs as a part of our investment decision making process. You could invest in an ETF, other investment company, or private investment fund directly. In that case, you would not receive the services we provide, which are designed in part to help you determine which, if any, investment funds are best suited to your financial condition and objectives. You should review the fees charged by the

investment funds and our fees to fully understand the total amount of fees you will pay and to evaluate the advisory services we provide.

Compensation for Recommending the Program

We have no arrangements in place under which persons recommending our wrap fee program are entitled to receive additional compensation as a result of clients' participation.

External Compensation for the Sale of Securities to Clients

SWS's advisory professionals are compensated primarily through a salary and bonus structure.

Assets Under Management

As of December 31, 2022, SWS managed \$312,517,514 in discretionary assets and \$0 of non-discretionary assets.

Important Disclosure – Custodian Investment Programs

Please be advised that the firm utilizes certain custodians/broker-dealers. Under these arrangements we can access certain investment programs offered through such custodian(s) that offer certain compensation and fee structures that create conflicts of interest of which clients need to be aware. Please note the following:

Limitation on Mutual Fund Universe for Custodian Investment Programs: There are certain programs in which we participate where a client's investment options may be limited in certain of these programs to those mutual funds and/or mutual fund share classes that pay 12b-1 fees and other revenue sharing fee payments, and the client should be aware that the firm is not selecting from among all mutual funds available in the marketplace when recommending mutual funds to the client.

Conflict Between Revenue Share Class (12b-1) and Non-Revenue Share Class Mutual Funds: Revenue share class/12b-1 fees are deducted from the net asset value of the mutual fund and generally, all things being equal, cause the fund to earn lower rates of return than those mutual funds that do not pay revenue sharing fees. The client is under no obligation to utilize such programs or mutual funds. Although many factors will influence the type of fund to be used, the client should discuss with their investment adviser representative whether a share class from a comparable mutual fund with a more favorable return to investors is available that does not include the payment of any 12b-1 or revenue sharing fees given the client's individual needs and priorities and anticipated transaction costs. In addition, the receipt of such fees can create conflicts of interest in instances where the custodian receives the entirety of the 12b-1 and/or revenue sharing fees and takes the receipt of such fees into consideration in terms of benefits it may elect to provide to the firm, even though such benefits may or may not benefit some or all of the firm clients.

Additional Disclosure Concerning Wrap Programs: Wrap fee programs offer investment services and related transaction services for one all-inclusive fee (except as may be described in the applicable wrap fee program brochure). The trading costs are typically absorbed by the firm and/or the investment representative. If a client's account holds A-Shares within a wrap fee program, the firm and/or its investment adviser representative avoids paying the transaction fees charged by other mutual fund classes, which in effect decreases the firm's costs and increases its revenues from the account. Effectively, the cost is transferred to the client from the firm in the form of a lower rate of return on the specific mutual fund. This creates an incentive for the firm or investment adviser representative to utilize such funds as opposed to those funds that may be equally appropriate for a client but do not carry the additional cost of 12b-1 fees. The firm does not recommend the use of mutual funds in wrap fee programs that carry embedded 12b-1 fees. Clients should understand and discuss with their investment adviser representative the types of mutual fund share classes available and in what types of programs (wrap or non-wrap) they are most appropriate.

Item 5 – Account Requirements and Types of Clients

For SWS Private Client, the minimum portfolio value is \$2 million. Access to actively managed tactical equity portfolios requires a minimum investment of \$1 million.

SWS's wrap fee program services are offered to individuals, pension and profit-sharing plans, trusts, estates, charitable organizations, financial institutions and small businesses.

Item 6 – Portfolio Manager Selection and Evaluation

Our Wrap Fee Advisory Services

SWS assists its clients in developing an appropriate strategy for managing their assets and financial affairs. We manage client accounts in our wrap fee programs exclusively on a discretionary basis. This individualized approach allows us to work with you to achieve your investment goals.

At the beginning of SWS's relationship with you, we review your current investment portfolio, obtain information necessary to understand your current and expected financial situation, discuss with you your investment history, objectives, special interests and risk tolerance and make recommendations regarding your portfolio.

SWS Private Client

SWS Private Client services is offered exclusively as a wrap fee program. In our wrap fee program, we will provide direct discretionary portfolio management services for your account. Because the wrap program fee is based on the amount of assets in your account and is not commission-based (i.e., you are not charged a fee for each individual transaction in your account), you may trade in certain investment products without incurring separate brokerage commissions or transaction charges.

SWS's private client services are designed to meet the challenging and diverse needs of its high-net-worth clients. These services are available to those high-net-worth clients that have committed at least \$2,000,000 to SWS for portfolio management and is offered exclusively as a wrap fee program. Please see Appendix 1 of this Part 2A disclosure brochure for details on the wrap fee program.

SWS private clients receive the following:

- Individually managed tactical portfolios constructed from ETFs, private equities, and individual equities.
- Financial planning at no additional charge.
- Two calls per year from financial planner.
- Client can call planner on an unlimited basis.
- Real-time investment report incorporating performance measurement of the investments in accordance with the client's investment objectives through SWS 360, a performance, aggregation, and reporting tool offered by SWS.

SWS will work with you and your legal and tax advisors to assist with issues covering one or more of the following topics:

- Estate/Trust planning – Working with your advisors to assist in the development of an appropriate estate/ trust plan.
- Insurance – Assistance with wealth transition and business succession, long-term care.
- Tax and legal advice – If requested, providing recommendations appropriate service providers.
- Banking – Assistance in establishing banking relationships, lending and credit facilities, and related services to meet your investment and business needs.
- Alternative Investments – SWS will recommend alternative investment managers that meet the client's needs, including direct partnerships and fund of funds. SWS will also provide ongoing review of the managers and recommendations of new managers.

Clients establishing a wrap fee account with SWS must open a securities brokerage and/or custody account and complete a new account agreement with Charles Schwab & Co., Inc. ("Schwab"). All transactions will be executed through Schwab.

We help clients select an appropriate strategy for managing their assets and financial affairs. SWS will then manage the assets in the wrap fee account in accordance with the chosen strategy. In selecting investments, we consider each client's risk tolerance, funding needs and investment limitations.

Performance-Based Fees and Side-by-Side Management

We do not accept "performance-based fees" (i.e., fees based on a share of capital gains on or capital appreciation of your assets) on any separately managed accounts. In certain private funds that we manage, we or our affiliates receive profit allocations (e.g., "carried interest") in addition to a management fee.

Where appropriate, certain clients may be notified about investment opportunities in the private funds managed by SWS Partners. In such cases, SWS Partners may notify clients about these investment opportunities. SWS Partners always seeks to treat its clients fairly over time and these types of investment opportunities will be presented to those clients for whom SWS Partners believes, based on the client's stated financial profile, investment objectives, risk tolerance, and liquidity needs, that the investment would be appropriate.

Furthermore, conflicts of interest could exist between the investment opportunities for SMAs and the private funds managed by SWS Partners. Conflicts may exist due to overlap between the securities utilized in both the SMA strategies and in the private fund strategies. We endeavor at all times to put the interest of our clients first, and we have implemented policies and procedures for fair and consistent allocation of investment opportunities among any funds or other client accounts, subject to the fund's/client's underlying strategy, cash availability, restrictions on individual client accounts, and other appropriate considerations.

Methods of Analysis, Investment Strategies and Risk of Loss

The investment strategies employed by SWS share a common philosophy: participate in upside asset price momentum while engaging in systematic methods to avoid substantial losses. The use of downside protection strategies, or portfolios designed primarily to win by avoiding substantial losses, is an approach that has shown to benefit portfolio performance over the long-term. We believe that applying systematic, rules-based investment processes focused on aligning portfolio exposures with trends in capital markets may prove to be a successful investment approach. Our investment philosophy is grounded in a disciplined approach to allocating assets consistently based on what we believe to be the highest probability events. SWS's investment focus is not on beating the benchmark year after year. We believe that this approach may expose client portfolios to excessive risk. Instead, the SWS attempts to participate in upside asset class trends while focusing on avoiding material losses that may significantly erode a portfolio's value. We believe this approach may result in portfolio results that beat the benchmark over the long-term, while assuming less risk.

SWS employs both fundamental and technical analysis in developing investment strategies for its clients.

- *Fundamental Analysis.* The success of our strategies depends in large part on our ability to accurately assess the fundamental value of securities and capital markets in general. An accurate assessment of fundamental value depends on a complex analysis of a number of economic, financial, operating, legal and other factors. No assurance can be given that we can assess the nature and magnitude of all material factors having a bearing on the value of securities.
- *Technical Analysis.* In implementing our investment strategies, we may also utilize technical analysis, which is the study of asset prices and their movement as influenced by the supply and demand for a particular security. Although employing these techniques may expand the opportunity for gain, it also carries the risks of volatility and loss.

Our research and analysis is derived from numerous sources, including financial media companies, third party research materials, Internet sources, and review of company activities, including annual reports, prospectuses, press releases and third-party research.

When we manage client accounts, we generally employ a long-term investment strategy consistent with our client's financial goals. We typically will hold all or a portion of a security for more than a year but may hold for shorter periods in order to rebalance a portfolio, meet a client's cash needs, or respond to poor investment performance. In addition, SWS may at times buy and sell positions that are more short-term in nature, depending on the goals of the client and/or the fundamentals of the security, sector or asset class. However, we do not utilize frequent trading. Frequent trading may result in higher transactional costs and may cause deterioration in investment performance. Frequent trading also may cause additional tax consequences (i.e., higher taxes) for the client.

In managing a portfolio, SWS principally recommends investment in ETFs, mutual funds, hedge funds and other investment companies or private investment funds, as well as individual equity securities. These securities may be subject to material loss of principal or loss of principal in its entirety.

Our primary investment strategies include the:

- SWS Dividend Equity strategy, which seeks to generate attractive risk-adjusted total returns with an emphasis on income generation via dividend-paying common equities. The strategy remains nearly fully invested across most sectors comprising its stated benchmark and focuses on issuers that we believe have superior competitive advantage prospects within their relative sector constituency. The strategy targets dividend paying issuers and seeks portfolio dividend yield at/above 1.5x that of the S&P 500 Index. Secondarily, the portfolio looks to achieve long-term capital appreciation. This strategy remains nearly fully invested with position weight variability, allowing for sector allocation precision. The portfolio rebalances towards the end of each quarter, with possible position weight modifications in order to mitigate sector drift.
- SWS Growth Equity strategy, which seeks to create long-term capital appreciation by investing in companies across multiple industries that have the ability to maintain or take a profitable market share. The SWS Growth Equity strategy employs a systematic, fundamental research-based process to identify companies with sustainable competitive advantage and compelling cash flow attributes. The strategy seeks to isolate idiosyncratic factors with the purpose or goal seeking to allow stock selection to drive alpha and mitigate drawdowns.
- SWS Balanced Income strategy, which seeks to generate income from a diversified selection of passively managed asset classes that in total have lower performance variability than the broader US domestic equity market. Capital appreciation is a secondary consideration with partial participation in upside/downside capture via a lower market beta. The strategy targets income generating ETFs comprised of diversified sources of underlying securities. SWS performs ongoing monitoring of ETF liquidity, tightness of underlying index fit and underlying fund fee efficiency.

targets income generation from a diversified selection of passively managed ETFs that, as a whole, deliver a lower beta to the S&P 500 Index. Remains nearly fully invested with de minimis cash retained in portfolio. Rebalancing, performed quarterly with client optionality for dividend reinvestment, allowing for regular cash utilization or for automatic redeployment back into strategy positions.

Risk of Loss

All investments in securities include a risk of losing your principal (invested amount) and any profits that you have not yet realized. You should be prepared to bear that risk. As you know, the stock and fixed income markets fluctuate substantially over time. In addition, as recent global and domestic economic events have shown, the performance of any investment is not guaranteed.

Our strategies may subject clients to the following risks:

- *Correlation Risk:* The price of equity securities and fixed income securities, as well as other asset classes, often rise and fall at different times so that a fall in the price of one may be offset by a rise in the price of the other. In deteriorating markets, the prices of securities within and across asset classes may fall in tandem. Because our strategies allocate investments targeted in one asset class or across asset classes, the strategies are subject to correlation risk.
- *Credit Risk:* Issuers of fixed income securities may not make interest or principal payments on securities, resulting in losses to an investor. In addition, the credit quality of an issuer's securities may be lowered if an issuer's financial condition changes, including the U.S. government.
- *Derivatives Risk:* Some ETFs use derivatives, such as swaps, options and futures, among others. Derivative instruments may be illiquid, difficult to value and leveraged so that small changes may produce disproportionate losses to a client. Over-the-counter derivatives, such as swaps, are also subject to counterparty risk, which is the risk that the other party in the transaction will not fulfill its contractual obligation. Losses from investments in derivatives can result from a lack of correlation between the value of those derivatives and the value of the underlying asset or index. In addition, there is a risk that the performance of the derivatives or other instruments used by ETFs to replicate the performance of a particular asset or asset class may not accurately track the performance of that asset or asset class.
- *Diversification Risk:* A client's portfolio may be limited to only a few investments. As a result, the client's performance may be more sensitive to any single economic, business, political or regulatory occurrence, relative to the value of a more diversified portfolio.
- *Emerging Market Risk:* Emerging market countries may have relatively unstable governments, weaker economies and less-developed legal systems with fewer security holder rights. Emerging market economies may be based on only a few industries and security issuers may be more susceptible to economic weakness and more likely to default. Emerging market securities also tend to be less liquid.

- *ETF Risk:* ETFs are subject to investment advisory and other expenses, which will be indirectly paid by clients. As a result, the cost of the investment strategy will be higher than the cost of investing directly in ETFs. In addition, ETFs are subject to specific risks, depending on the nature of the fund. ETFs are professionally managed pooled investment vehicles that invest in stocks, bonds, short-term money market instruments, other ETFs, derivatives and other securities, or any combination thereof. ETF managers trade fund investments in accordance with fund investment objectives. While ETFs may provide diversification, risks can be significantly increased for funds concentrated in a particular sector of the market, or that primarily invest in small cap or speculative companies, use leverage (i.e., borrow money), or concentrate in a particular type of security rather than balancing the fund with different types of securities. ETFs can be bought and sold throughout the day and their price can fluctuate throughout the day. During times of extreme market volatility, ETF pricing may lag versus the actual underlying asset values and there is no guarantee this relationship will resolve itself.
- *Fixed Income Risk:* A client's account may be invested in fixed income securities, directly or through ETFs. The credit quality rating of securities may be lowered if an issuer's financial condition deteriorates, and issuers may default on their interest and/or principal payments. Typically, a rise in interest rates causes a decline in the value of fixed income securities.
- *Foreign Investment Risk:* Foreign investing involves risks not typically associated with U.S. investments, including adverse fluctuations in foreign currency values, adverse political, social and economic developments, less liquidity, greater volatility, less developed or less efficient trading markets, political instability and differing auditing and legal standards.
- *Key Personnel Risk:* The success of our strategies depends greatly on the investment skills of our principals and key personnel. Performance of a client's account could be adversely affected if, due to illness or other factors, the services of certain principals or key personnel were not available for any significant period of time.
- *Leverage Risk:* Leverage (borrowing) may be used in investment and trading, generally through purchasing inherently leveraged instruments, such as certain ETFs. The prices of leveraged instruments can be highly volatile, and investments in leveraged instruments may, under certain circumstances, result in losses that exceed the amounts invested. Borrowing magnifies the potential for losses and exposes the client to interest expense on money borrowed. Leveraged ETFs and derivatives will amplify losses because they are designed to produce returns that are a multiple of the equity index to which they are linked.
- *Leveraged ETF Risk:* ETFs may use leverage, which may amplify gains and losses. Most leveraged ETFs reset their leverage daily. Due to the effect of compounding, their performance over longer periods of time can differ significantly from the performance of their underlying index or benchmark during the same period of time.

- *Market Risk:* Overall equity, fixed income and alternative securities market risks affect the value of a client's portfolio. Factors such as domestic or global economic growth, market conditions, interest rate levels and political events affect the securities markets.
- *Options Risk:* There are numerous risks associated with transactions in options on securities. A decision as to whether, when and how to write options and purchase options involves the exercise of skill and judgment, and even a well-conceived transaction may be unsuccessful to some degree because of market behavior or unexpected events.
- *Small and Medium Capitalization Stock Risk:* A client may invest directly or through ETFs in companies of any size capitalization. The price of small or medium-capitalized company stocks may be subject to more abrupt or erratic market movements than larger, more established companies or the major market indices in general.
- *Turnover Risk:* A higher portfolio turnover may result in higher transactional and brokerage costs and could result in higher taxes when a client's investments are held in a taxable account.
- *U.S. Government Securities Risk:* Although U.S. government securities are considered among the safest investments, they are not guaranteed against price movements due to changing interest rates. Obligations issued by some U.S. government agencies are backed by the U.S. Treasury, while others are backed solely by the ability of the agency to borrow from the U.S. Treasury or by the agency's own resources.
- *Strategy Risks:* The business of investing in securities is highly competitive and the identification of attractive investment opportunities is difficult and involves a high degree of uncertainty.
- *Cyclical Analysis Risk:* Economic/business cycles may not be predictable and may have many fluctuations between periods of economic or market expansion and contraction. The lengths of economic cycles may be difficult to predict with accuracy and therefore the risk of cyclical analysis is the difficulty in predicting economic trends and consequently the changing value of securities that would be affected by these changing trends.
- *Management Risk:* The success of SWS's investment strategies depends to a great extent on the investment skills of SWS's principals and key personnel. Performance could be adversely affected if, due to illness or other factors, the services of certain principals or key personnel were not available for any significant period of time.
- *Private Fund Risk.* Client assets may be invested in privately placed collective investment vehicles (e.g., hedge funds, private equity funds, etc.). The managers of these vehicles have broad discretion in selecting the investments. There are few limitations on the types of securities or other financial instruments which may be traded and no requirement to diversify. Hedge funds may trade on margin or otherwise leverage positions, thereby potentially increasing the risk to the vehicle.

In addition, because the vehicles are not registered as investment companies, there is an absence of regulation. Private investment vehicles are less liquid than other investments. Clients should consult each fund's private placement memorandum and/or other documents explaining such risks prior to investing.

Voting Client Securities

We do not accept authority to vote client securities. Proxy materials generally will be received by you directly or forwarded to you by your Financial Institution. We encourage you to contact your Financial Institution if you have questions related to proxy materials.

Item 7 – Client Information Provided to Portfolio Managers

We are the sole portfolio manager for SWS Private Client, and we do not share any personal information we collect from clients other than as required by law or regulatory mandate. We may collect the following information in order to formulate our investment recommendations:

- Income
- Employment and residential information
- Social security number
- Cash balance
- Security balances
- Transaction detail history
- Investment objectives, goals, and risk tolerance
- Sources of wealth and/or deposits
- Risk assessment
- Investment time horizon
- Income and liquidity needs
- Asset allocation
- Restrictions on management of accounts
- Client interview(s)
- Review of client's current portfolio
- Analysis of historical risk/return characteristics of various asset classes
- Analysis of the long-term outlook for global financial markets
- Analysis of the long-term global economic and political environments

Item 8 – Client Contact with Portfolio Managers

We do not impose restrictions on a client's ability to correspond or otherwise communicate with us directly. Our wrap fee program clients generally only communicate with SWS and do not directly contact third party investment managers servicing their accounts.

Item 9 – Additional Information

Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of us or the integrity of our management.

SWS has no legal or disciplinary events to report.¹

Other Financial Industry Activities and Affiliations

We are obligated to disclose whether SWS or any of its officers or employees are involved in other financial industry activities, such as those of a broker-dealer, commodity pool operator or a futures commission merchant. We are also obligated to disclose if we receive compensation from other advisers for recommending or selecting those advisers for you.

Our investment adviser representatives are not registered with a broker-dealer, commodity pool operator or a futures commission merchant or an insurance company or agency.

Code of Ethics, Participation in Client Transactions and Personal Trading

We expect our investment adviser representatives to always act in your best interests, and to place your interests ahead of their own. We have adopted a Code of Ethics (the “Code”) that sets forth the standard of business conduct expected from each member of our team.

The Code restricts trading in any security for which we believe we may be privy to material non-public information. It also places restrictions on trading by our managers and investment adviser representatives (which we refer to as “personal trading”) to prevent any conflict of interest between personal trading and client trading. The Code limits gifts and entertainment, whether received or given, to avoid conflicts of interests. The Code causes all outside business activities of our team members to be disclosed so that potential conflicts can be detected and addressed. Finally, it limits the political contributions of our managers and investment adviser representatives to prevent any potential conflicts in that area as well. All our managers, investment adviser representatives and employees must accept in writing the terms of the Code upon employment, annually, and as amended.

We will provide a copy of the Code to any client or prospective client upon request. If you would like a copy, please contact our Chief Compliance Officer at the telephone number or the address specified on the cover page of this brochure.

The strategies we use to manage client accounts also are used to manage accounts maintained by SWS, its members, investment adviser representatives and employees. As a result, we (or our members, investment adviser representatives and employees) may (i) invest in the same securities or related securities (for example, warrants, options or futures) that we recommend to our clients, or, in some cases, follow investment strategies or invest in

¹ We note that registered advisers are required to report, in Part 1A of Form ADV, all disciplinary events regardless of whether they are material. SWS has no disciplinary events of any kind to report.

securities that are different from those recommended to clients; (ii) buy or sell securities for our own accounts at the same time that we recommend, buy or sell the same securities for client accounts; or (iii) include buy or sell orders in an aggregated transaction along with client buy or sell orders. To address any potential conflicts of interest from this practice, we may not trade in a manner that would be adverse or detrimental to client trades, and we always allocate partially filled orders to client accounts before allocating to our accounts.

We do not buy or sell for your account securities in which SWS, or its members, investment adviser representatives or employees, have a material financial interest.

Factors Used to Select Broker-Dealers for Client Transactions

Custodian Recommendations

With respect to our wrap fee programs, SWS requires that clients establish brokerage accounts with Charles Schwab & Co., Inc. (“custodian” and/or “Schwab”), a FINRA registered broker-dealer, member SIPC, to maintain custody of clients’ assets and to effect trades for their accounts. Please be advised that this arrangement creates an incentive to minimize trading and therefore transaction costs allowing the firm to retain more of the wrap fee you pay. SWS is independently owned and operated and not affiliated with custodian. For SWS client accounts maintained in its custody, the custodian generally does not charge separately for custody services as the wrap fee that you pay includes applicable trading costs.

Research and Other Soft Dollar Benefits

The firm does not utilize soft dollar services. The custodian provides SWS with access to its institutional trading and custody services, which are typically not available to the custodian’s retail investors. These services generally are available to independent investment advisors on an unsolicited basis, at no charge to them so long as a certain minimum amount of the advisor’s clients’ assets are maintained in accounts at a particular custodian. The custodian’s brokerage services include the execution of securities transactions, custody, research, and access to mutual funds and other investments that are otherwise generally available only to institutional investors or would require a significantly higher minimum initial investment.

Other Products and Services

Custodian also makes available to SWS other products and services that benefit SWS but may not directly benefit its clients’ accounts. Many of these products and services may be used to service all or some substantial number of SWS’s accounts, including accounts not maintained at custodian. The custodian may also make available to SWS software and other technology that

- provide access to client account data (such as trade confirmations and account statements)
- facilitate trade execution and allocate aggregated trade orders for multiple client accounts

- provide research, pricing and other market data
- facilitate payment of SWS's fees from its clients' accounts
- assist with back-office functions, recordkeeping and client reporting

The custodian may also offer other services intended to help SWS manage and further develop its business enterprise. These services may include

- compliance, legal and business consulting
- publications and conferences on practice management and business succession
- access to employee benefits providers, human capital consultants and insurance providers

The custodian may also provide other benefits such as educational events or occasional business entertainment of SWS personnel. In evaluating whether to recommend that clients custody their assets at the custodian, SWS may take into account the availability of some of the foregoing products and services and other arrangements as part of the total mix of factors it considers, and not solely the nature, cost or quality of custody and brokerage services provided by the custodian, which may create a potential conflict of interest.

Independent Third Parties

The custodian may make available, arrange, and/or pay third-party vendors for the types of services rendered to SWS. The custodian may discount or waive fees it would otherwise charge for some of these services or all or a part of the fees of a third party providing these services to SWS.

Additional Compensation Received from Custodians

SWS participates in Schwab's institutional customer program. There is no direct link between SWS's participation in such program and the investment advice it gives to its clients, although SWS receives economic benefits through its participation in the program that are typically not available to retail investors. These benefits may include the following products and services (provided without cost or at a discount):

- Receipt of duplicate client statements and confirmations
- Research-related products and tools
- Consulting services
- Access to a trading desk serving SWS participants
- Access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to client accounts)
- The ability to have advisory fees deducted directly from client accounts
- Access to an electronic communications network for client order entry and account information

- Access to mutual funds with no transaction fees and to certain institutional money managers
- Discounts on compliance, marketing, research, technology, and practice management products or services provided to SWS by third-party vendors

Schwab may also pay for business consulting and professional services received by SWS's related persons and may pay or reimburse expenses (including client transition expenses, travel, lodging, meals and entertainment expenses for SWS's personnel to attend conferences). Some of the products and services made available by Schwab through its institutional customer programs may benefit SWS but may not benefit its client accounts. These products or services may assist SWS in managing and administering client accounts, including accounts not maintained at the custodian as applicable. Other services made available through the programs are intended to help SWS manage and further develop its business enterprise. The benefits received by SWS or its personnel through participation in these programs do not depend on the amount of brokerage transactions directed to the broker-dealer.

SWS may also participate in similar institutional advisor programs offered by other independent broker-dealers or trust companies, and its continued participation may require SWS to maintain a predetermined level of assets at such firms. In connection with its participation in such programs, SWS will typically receive benefits similar to those listed above, including research, payments for business consulting and professional services received by SWS's related persons, and reimbursement of expenses (including travel, lodging, meals and entertainment expenses for SWS's personnel to attend conferences sponsored by the broker-dealer or trust company).

As part of its fiduciary duties to clients, SWS endeavors at all times to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits by SWS or its related persons in and of itself creates a potential conflict of interest and may indirectly influence SWS's recommendation of broker-dealers such as Schwab for custody and brokerage services.

The Firm's Interest in Schwab's Services

The availability of these services from the custodian benefits the firm because the firm does not have to produce or purchase them. The firm does not have to pay for the custodian's services so long as a certain minimum of client assets is kept in accounts at the custodian. This minimum of client assets may give the firm an incentive to recommend that clients maintain their accounts with the custodian based on the firm's interest in receiving the custodian's services that benefit the firm's business rather than based on the client's interest in receiving the best value in custody services and the most favorable execution of client transactions. This is a potential conflict of interest. The firm believes, however, that the selection of the custodian as custodian and broker is in the best interest of clients. It is primarily supported by the scope, quality, and price of the custodian's services and not the custodian's services that benefit only the firm.

Brokerage for Client Referrals

SWS does not engage in the practice of directing brokerage commissions in exchange for the referral of advisory clients.

Directed Brokerage

With respect to its wrap fee programs, SWS requires Schwab as custodian for clients' funds and securities and to execute securities transactions on its clients' behalf.

Client-Directed Brokerage

Occasionally, clients may direct SWS to use a particular broker-dealer to execute portfolio transactions for their account or request that certain types of securities not be purchased for their account. Clients who designate the use of a particular broker-dealer should be aware that they will lose any possible advantage SWS derives from aggregating transactions. Such client trades are typically effected after the trades of clients who have not directed the use of a particular broker-dealer. SWS loses the ability to aggregate trades with other SWS advisory clients, potentially subjecting the client to inferior trade execution prices as well as additional commissions in addition to the applicable wrap fee.

Aggregating Securities Transactions for Client Accounts

Best Execution

In managing client wrap fee accounts, SWS has the authority to make all determinations as to securities to be bought and sold, the amounts of securities to be bought or sold, and the broker to be used. As part of its discretionary responsibilities, SWS seeks best execution under the circumstances on each trade placed on your behalf.

Trade Aggregation and Allocation

SWS may aggregate orders for the same securities purchased for a number of client accounts. Trade aggregation is performed to ensure, to the extent possible, optimal execution and consistent results across our client base. Accounts owned by the SWS or its managers, investment adviser representatives or employees may participate in aggregated orders; however, they will not be given preferential treatment. Occasionally, we may only partially fill an aggregated order. Under those circumstances and to the extent it makes practical sense, we allocate the order on a pro rata basis among the applicable client accounts and do not allocate to firm or employee accounts unless all client orders are fully filled. The allocation of the shares purchased is not based on account performance or the amount or structure of management fees. There may be instances when partially filled orders may adversely affect the size of the position or the price you pay or receive, as compared with the size of the position or price that you would have paid or received had no aggregation occurred.

Review of Accounts

Our investment adviser representatives review client accounts quarterly and may reposition assets to bring the actual allocations closer to the chosen strategy's target allocations, unless the client has requested otherwise. Account transactions are reviewed on an ongoing basis to ensure consistency with client objectives and restrictions, if any. Significant market or client-specific events may cause us to review an account on a more frequent basis. Our investment adviser representatives meet with clients in-person, by telephone or via webcasts on an agreed upon basis, but on at least an annual basis. Clients are encouraged to notify SWS of any changes in their financial situation, needs or investment objectives, or the suitability of the investment strategy developed for them.

Clients receive transaction confirmation notices and regular summary account statements directly from Schwab. SWS also provides clients with periodic reports. These written reports generally contain account holdings, investment results and other data relevant to your account. We urge clients to carefully review these reports and compare the statements received from the Financial Institution with the reports that we provide. The information in our reports may vary from the Financial Institution's statements based on accounting procedures, reporting dates or the valuation methodologies of certain securities

No Compensation for Client Referrals

We do not currently compensate any person for client referrals.

Other Compensation

Other than the compensation described in Item 4, SWS does not receive any compensation from anyone other than its clients.

Financial Information

In certain circumstances, registered investment advisers are required to provide clients or prospective clients with financial information or disclosures about their financial condition.

SWS has never been the subject of any bankruptcy proceeding.