



The Institute of Financial Wellness, LLC

Form ADV Part 2A – Disclosure Brochure

Effective: November 10, 2023

This Form ADV Part 2A (“Disclosure Brochure”) provides information about the qualifications and business practices of The Institute of Financial Wellness, LLC (“IFW” or the “Advisor”). If you have any questions about the content of this Disclosure Brochure, please contact the Advisor at (833) 705-1223 or by email at info@the-ifw.com.

IFW is a registered investment advisor with the U.S. Securities and Exchange Commission (“SEC”). The information in this Disclosure Brochure has not been approved or verified by the SEC or by any state securities authority. Registration of an investment advisor does not imply any specific level of skill or training. This Disclosure Brochure provides information about IFW to assist you in determining whether to retain the Advisor.

Additional information about IFW and its Advisory Persons is available on the SEC’s website at www.adviserinfo.sec.gov by searching with the Advisor’s firm name or CRD# 317776.

The Institute of Financial Wellness, LLC
Fort Lauderdale, FL 33304
Phone: (833) 705-1223.
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Item 2 – Material Changes

Material Changes

The following material changes have been made to this Disclosure Brochure since the last annual amendment filing:

- The Advisor has updated its primary address to 1400 NE 4th Avenue, Fort Lauderdale FL 33304.

IFW believes that communication and transparency are the foundation of its relationship with clients and will continually strive to provide you with complete and accurate information at all times. IFW encourages all current and prospective clients to read this Disclosure Brochure and discuss any questions you may have with the Advisor.

At any time, you may view the current Disclosure Brochure on-line at the SEC's Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov by searching with the Advisor's firm name or CRD# 317776. You may also request a copy of this Disclosure Brochure at any time by contacting the Advisor at (833) 705-1223 or by email at info@the-ifw.com.

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Item 4 – Advisory Services

A. Firm Information

The Institute of Financial Wellness, LLC (“IFW” or the “Advisor”) has been registered as an investment adviser with the U.S. Securities and Exchange Commission (“SEC”) since January 2022. The Advisor is organized as a Limited Liability Company (LLC) under the laws of the State of Florida. IFW was founded in July 2018 and is owned and operated by Erik C. Sussman (Managing Member, Chief Executive Officer, and Chief Compliance Officer) and Darren Sussman (Managing Member and President). This Disclosure Brochure provides information regarding the qualifications, business practices, and the advisory services provided by IFW.

B. Advisory Services Offered

IFW assists individuals (“Investors”) to determine their financial needs and objectives by offering educational materials on financial topics, providing a personalized Retirement Roadmap suggesting future income requirements and referring them to other financial professionals, including registered investment advisory firms that provide investment management services (“RIAs”). IFW does not manage investment assets, select investment strategies, monitor the performance of referred investment advisers or make changes to Investor accounts. Accordingly, IFW acts only as a solicitor in its investment advisory services. IFW conducts due diligence on each RIA and respective Investment Advisor Representative (“IAR”) that seeks to enter into a solicitor agreement with IFW by reviewing their licensing status, their professional experience, qualifications, areas of expertise and location. Participants in IFW’s referral network select from a variety of programs offering different levels of administrative services and financial software licensing provided by IFW at different price points. Investors will be provided with a copy of the recommended RIA/IARs Form ADV Part 2, and can independently obtain investment advisory services from the referral RIA/IARs directly, or from others of the Investor’s choice.

C. Client Account Management

IFW does not manage Investor assets and therefore has no disclosures in regards to this item.

D. Wrap Fee Programs

IFW does not manage or place Investor assets into a wrap fee program.

E. Assets Under Management

IFW does not manage Investor assets and therefore has no disclosures regarding this item.

Item 5 – Fees and Compensation

A. Advisor Referral Fees

IFW is compensated through referral fee arrangements with other RIAs/IARs and other financial professionals. IFW provides qualified appointments, financial software and other administrative and training services to financial professionals who are members of its network in exchange for a monthly fee that varies with the level of services provided. Investors will receive a disclosure statement detailing the fee arrangement. For managed accounts and insurance products, IFW is also compensated if an Investor engages an RIA that has contracted with IFW to share in the revenue generated by the Investor’s relationship with an RIA. IFW does not charge a fee to Investors to utilize its services. Fees are paid by the RIAs/IARs referred by IFW and who are required to enter into a Solicitor Agreement with IFW.

B. Fee Billing

Fees are billed to RIAs pursuant to the terms and conditions agreed to between IFW and the network RIA/IAR..

C. Other Fees and Expenses

Investors may incur certain fees or charges imposed by third parties, other than IFW, in connection with their investments. IFW does not share in any of these fees, except as noted above.

D. Advance Payment of Fees and Termination

Referral fees are generally paid following RIA's or IAR's billing to the Investor. RIAs and IARs may terminate their relationship based on the terms of their agreement[s] with IFW. The agreement[s] between the Investor and any third party are governed by the terms of those agreements.

E. Compensation for Sales of Securities

IFW does not buy or sell securities and does not receive any compensation for securities transactions in any Investor account, other than the fees noted above.

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

IFW does not charge performance-based fees. IFW does not manage any proprietary investment funds or limited partnerships (for example, a mutual fund or a hedge fund).

Item 7 – Types of Clients

IFW provides referral services to retail clients with a minimum of \$100,000 of investable assets.

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

IFW does not manage Investor assets. IFW educates Investors on various financial topics, collects information regarding an Investor's investment assets, objectives, needs and risk tolerance and refers them to an RIA/IAR or other financial professional to discuss strategy and possibly implement the Investor's financial objectives. The criteria utilized in determining which RIA/IAR is selected is based upon the location of the RIA/IAR relative to the Investor, the willingness of an RIA/IAR to manage the Investor's stated level of assets, whether the Investor is comfortable working with an RIA/IAR on a remote basis, the RIA's industry experience, professional designations and history, and the client's personal preferences. IFW conducts due diligence on prospective RIAs/IARs that seek to enter into a referral arrangement with IFW by reviewing their Form ADV Part 2, CRS and Privacy Policy, and conducting a Google search to review any news pertaining to the prospect. The due diligence process may also include telephone calls, meetings and other communications with the prospect and the Compliance/Legal Department of IFW and the prospect, along with a review of other relevant materials. RIAs/IARs are required to be registered with an appropriate regulatory body, encouraged to focus on holistic financial planning and education, and undergo this initial background due diligence in order to be included as a potential referral for Investors. Investors will receive a copy of the referral IAR/RIA's Form ADV 2A – Disclosure Brochure and are encouraged to read it. IFW does not monitor the activities of nor guarantee the performance of the referral IAR/RIAs.

Past performance is not a guarantee of future returns. Investing in securities and other investments involve a risk of loss that each Investor should understand and be willing to bear. Investors are reminded to discuss these risks with the RIA they select to be their advisor, if applicable. Investors should obtain risk disclosures from any advisor in which they conduct business and fully understand the risks of investing.

Item 9 – Disciplinary Information

There are no legal, regulatory, or disciplinary events involving IFW or any of its management persons.

IFW values the trust Investors place in the Advisor. The Advisor encourages Investors to perform the requisite due diligence on any advisor or service provider that the Investor engages. The backgrounds of the Advisor or Advisory Persons are available on the Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov by searching with the Advisor's firm name or CRD# 317776.

Item 10 – Other Financial Industry Activities and Affiliations

Insurance Agency Affiliations

Persons associated with IFW are also licensed insurance professionals. As an insurance professional, these associated persons receive customary commissions and other related revenues from the various insurance companies whose products are sold by financial professionals referred by IFW. Commissions generated by insurance sales do not offset regular advisory fees. This practice presents a conflict of interest in recommending referrals to financial professionals who offer insurance products issued by insurance companies with whom associated persons are appointed. Investors are under no obligation to implement any recommendations made by any referred financial professional.

Software Licenses

IFW also sells other registered investment advisors and financial professionals, including RIAs with which the Advisor maintains a solicitor relationship, software licenses. This software, called “The Retirement Roadmap”, assesses an investor's current financial situation and details year-by-year where the investor is expected to be financially. This software is used to help the client understand where they are headed and to offer suggestions that may improve their financial situation as they proceed into retirement. This presents a conflict of interest as the Advisor has an incentive to recommend that RIAs purchase software licenses through the Advisor. RIAs are not required to purchase software licenses through the Advisor in order to maintain a relationship.

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

IFW has implemented a Code of Ethics (the “Code”) that defines the Advisor’s fiduciary commitment to each Investor. This Code applies to all persons associated with IFW (“Supervised Persons”). The Code was developed to provide general ethical guidelines and specific instructions regarding the Advisor’s duties to each Investor. IFW and its Supervised Persons owe a duty of loyalty, fairness and good faith towards each Investor. It is the obligation of IFW’s Supervised Persons to adhere not only to the specific provisions of the Code, but also to the general principles that guide the Code. The Code covers a range of topics that address employee ethics and conflicts of interest. To request a copy of the Code for free, please contact the Advisor at (866) 355-7627 or via email at info@the-ifw.com.

Item 12 – Brokerage Practices

IFW refers Investors to RIAs/IARs for investment management services and IFW does not directly manage Investor assets. Therefore, none of IFW’s associates are registered as, or have pending applications to become a broker/dealer or registered representative thereof.

Item 13 – Review of Accounts

IFW acts as a solicitor for third-party RIAs and other financial professionals and does not provide investment advisory services nor review Investor accounts.

Item 14 – Client Referrals and Other Compensation

IFW is compensated by RIAs/IARs as detailed in item 5. IFW does not compensate, either directly or indirectly, any persons who are not supervised persons, for Client referrals.

Item 15 – Custody

IFW does not accept or maintain custody of any Investor accounts.

Item 16 – Investment Discretion

IFW refers Investors to RIAs/IARs and does not have discretion over the selection and amount of securities to be bought or sold in any Investor accounts.

Item 17 – Voting Client Securities

IFW does not accept proxy-voting responsibility for any Investor and the Investor retains the sole responsibility for proxy decisions and voting.

Item 18 – Financial Information

Neither IFW, nor its management, have any adverse financial situations that would reasonably impair the ability of IFW to meet all obligations to its Investors. Neither IFW, nor any of its Advisory Persons, have been subject to a bankruptcy or financial compromise. IFW is not required to deliver a balance sheet along with this Disclosure Brochure as the Advisor does not collect any fees directly from Clients and does not solicit or require the prepayment of more than \$1,200.00 in fees six months or more in advance.