



**bradleywealth**

## **FORM CRS - CLIENT RELATIONSHIP SUMMARY**

### AUGUST 18, 2021

#### **INTRODUCTION**

Bradley Wealth LLC (formerly Bradley Wealth Management, LLC), referred to herein as “we,” “us,” or “our”), is registered with the Securities and Exchange Commission as an investment advisor. Brokerage and investment advisory services and fees differ, and it is important for you to understand these differences. Free and simple tools are available for you to use to research firms and financial professionals at [www.investor.gov/crs](http://www.investor.gov/crs), which also provides educational materials about broker-dealers, investment advisors, and investing.

#### **WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE ME?**

We offer investment advisory services to individuals and high net-worth individuals. Our services include financial planning and consultations, investment management, third-party asset management, and alternative investment advisement. Your initial meeting with us is free of charge. During the initial meeting, we request information regarding your financial planning goals, financial circumstances (e.g., income, dependents, current assets, liabilities, etc.), educational funding plans, retirement planning objectives, needs for estate planning, tolerance for risk, investment time horizon, cash flow management, tax considerations, and other financial data points to help assess your planning priorities.

Our firm charges separate fees for financial planning and consultation services and investment advisory services. We charge an annual fixed fee or hourly fees for financial planning and consultation services. After our initial meeting, you will decide whether you want to enter into an advisory agreement for financial planning and consulting services. Before entering into a financial planning engagement, you will choose, based on your planning needs, whether you prefer an annual fixed fee engagement or hourly consultations.

Our investment advisory services: investment management, third-party asset management, and alternative investment advisement are used to manage your investment portfolios. We charge an annual ongoing asset-based fee for these services. We prefer a minimum investment of \$250,000. If you've hired us for financial planning services, you can use our investment advisory services to implement the financial plan. You can engage us for investment advisory services on a stand-alone basis. You are not required to use our firm's investment advisory services to implement our financial planning recommendations. You can elect to implement our financial planning recommendations through any professional advisor.

We typically use stocks, bonds, fixed income securities, mutual funds, exchange-traded funds, publicly-traded REITs, and cash equivalents to construct a portfolio of investments and implement an asset allocation plan. We also utilize third-party asset management services, which involve the use of third-party portfolio managers that offer multi-manager platforms, select model portfolios, and specific portfolio strategies to assist in meeting your investment objectives and financial needs. Alternative investment advisement services are only recommended to clients who are accredited investors and meet specific net worth or income requirements.

Upon signing our agreement for investment advisory services, you grant our firm discretionary authority to make decisions (initial and ongoing) about your investment portfolio(s) without prior approval. Although we do not seek your prior approval

when using discretionary authority, we rely on the analysis of your financial circumstances, goals, and objectives to support our investment decisions. You may impose reasonable restrictions on our discretionary authority. Typical limitations include excluding certain asset classes, industries, companies, or specific dollar amounts in the foregoing.

We monitor your portfolio of investments continuously during our advisory relationship. We will contact you annually to discuss your investment portfolio(s). Upon changes in economic or market conditions or other relevant factors, such as a change in your financial circumstances, we will use our discretionary authority to adjust your portfolio allocation(s). The investment management services agreement that you sign remains in effect until terminated by either you or our firm. **For additional information, please review the Advisory Services, Types of Clients, and Investment Discretion sections of our Brochure. Use the links to access and review. For additional information, Ask your financial professional these questions about our relationships and services:**

- Given my financial situation, should I choose an investment advisory service? Why or why not?
- How will you choose investments to recommend to me?
- What is your relevant experience, including licenses, education, and other qualifications? What do these qualifications mean?

#### **WHAT FEES WILL I PAY?**

**You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.**

The fees and costs for our financial planning, investment management, third-party asset management, and alternative investment advisement services are as follows:

Our advisory fees for financial planning and consultation services are assessed at either annual fixed fees or hourly. The annual fixed fees generally range from \$2,500 to \$10,000, and hourly fees are assessed at a fixed hourly rate of \$150. Our annual fees for financial planning services are negotiable; however, the hourly rate is non-negotiable. Our fees are based on the most beneficial plan to assist you in meeting your stated financial planning goals.

We charge an annual ongoing asset-based fee for investment management services. Advisory fee calculations are based on a percentage of the value of the investment holdings and cash equivalents that we manage on your behalf. Our negotiable fee schedule for investment management services is published in the Fees and Compensation section of our Brochure. Advisory fees for our investment management services are due and payable quarterly in arrears.

There are no separate fees for alternative investment advisement. Alternative investments are managed alongside your other investment portfolio holdings. For billing purposes, alternative investments are included in the value of all other investment holdings and cash equivalents in your advisory account(s). Please review the Advisory Services and Fees and Compensation sections of our Brochure for details regarding the valuation limitations relative to alternative investments.

Advisory fees for third-party asset management services range from 1.25% to 1.95% per annum. Fees are based on the value of the assets managed by the specific third-party asset management platform. The third-party asset management platform pays our firm its portion of the aggregate advisory fee deduction. Our firm does not charge additional fees for third-party asset management services.

In addition to the advisory fees you pay us, there are other fees and costs associated with investing. You will be responsible for paying the additional fees, costs, and expenses, which includes but is not limited to transaction costs for buying and selling securities, account maintenance fees, internal mutual fund expenses, electronic fund transfer, wire fees, mailing fees, insufficient funds fees, regulatory fees for securities sold, etc. The fees, costs, and expenses listed here are not exhaustive. Please inquire about the expenses that impact your advisory account(s). We will provide you with a detailed list upon your request. **For additional information, please review the Advisory Services and Fees and Compensation sections of our**

**Brochure. Please use links to access and review.**

**Ask your financial professional this question about the impact of fees and costs on investments:**

- Help me understand how these fees and costs might affect my investments. If I give you \$10,000, how much will go to fees and costs, and how much will be invested for me?

## **WHAT ARE YOUR LEGAL OBLIGATIONS TO ME WHEN ACTING AS MY INVESTMENT ADVISOR? HOW ELSE DOES YOUR FIRM MAKE MONEY AND WHAT CONFLICTS DO YOU HAVE?**

**When we act as your investment advisor, we have a fiduciary duty to act in your best interest and not put our interests ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here are some examples to help you understand what this means.**

Our fiduciary duty is a legal obligation that requires us to act with a substantial duty of care and to operate pursuant to a commitment of loyalty. As a result of the tremendous amount of confidence and trust you place in us, we are required to conduct business in accordance with these obligations.

In adhering to our duty of care mandate, we must obtain detailed information regarding your financial circumstances. Also, we must ensure our recommendations align with the evaluation of your financial circumstances. We are also required to conduct due diligence regarding the investments we recommend to you and monitor our recommendations continually over the advisory relationship.

Our duty of loyalty to you requires our firm to provide advice that is free from self-interest and always place your interests before our own. We must also make full and fair disclosure of all material facts related to our advisory services. Also, we are required to avoid or disclose circumstances where our interests conflict, could potentially conflict, or have an appearance of conflict with your interests.

The way we make money conflicts with your interests. The third-party asset management services we offer are typically provided pursuant to referral or sub-advisory arrangements (i.e., referring you to a platform or money manager). Therefore, we earn money when we refer you to a third-party asset manager. These arrangements present potential conflicts if we refer based on our compensation rather than your best financial interest. We are incentivized by the prospect of earning additional fee revenue as a result of these referral arrangements. This incentive creates a conflict with your interests.

We also earn additional advisory fee revenue as a result of managing more investment assets on your behalf. The prospect of additional fee revenue incentivizes us to encourage you to invest more assets with us. The incentive to increase our assets under management creates an inherent conflict with your interests.

**For additional information, please also review the Financial Industry Activities and Affiliations, Code of Ethics, Brokerage Practices and Client Referrals and Other Compensation sections of our Brochure. Please access the links to review these sections.**

**Ask your financial professional this question about our conflicts of interest:**

- How might your conflicts of interest affect me, and how will you address them?

## **HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?**

Our financial professionals are paid a salary and receive a portion of the revenue earned from managing your assets. In addition, financial professionals receive bonuses for exceeding production goals.

Some financial professionals also earn insurance commissions directly from insurance brokers and agencies for selling insurance products to you. The insurance broker or agency that pays these commissions are separate entities that are not affiliated with our firm. Consequently, offering non-advisory services creates a conflict of interest due to the receipt of additional fees for non-advisory products.

## **DO YOU OR YOUR FINANCIAL PROFESSIONALS HAVE A LEGAL OR DISCIPLINARY HISTORY?**

YES, our firm and some financial professionals have a legal or disciplinary history. Please also visit [www.investor.gov/crs](http://www.investor.gov/crs) for a free and simple search tool to research our firm and financial professionals.

**Ask your financial professional this question about our disciplinary history:**

- As a financial professional, do you have any disciplinary history? For what type of conduct?

## **ADDITIONAL INFORMATION**

For additional information about our advisory services, please visit our website at [www.bradleywealth.com](http://www.bradleywealth.com) or review our Brochure, as attached. If you would like additional, up-to-date information or a copy of this relationship summary, please contact our Chief Compliance Officer, Michael V. Bradley, by phone (619) 512-4100 or email [michael@bradleywealth.com](mailto:michael@bradleywealth.com).

**Ask your financial professional these questions relative to obtaining more details about our firm and supervisory contacts:**

- Who is my primary contact person? Is he or she a representative of an investment advisor or broker-dealer?

Who can I talk to if I have concerns about how this person is treating me?