

HB Wealth Management, LLC (“HB Wealth” or “HB”) is registered as an Investment Adviser with the U.S. Securities & Exchange Commission (“SEC”). Brokerage and investment advisory services and fees differ and it is important for you, the retail investor to understand the differences. Free and simple tools are available to research firms and financial professionals at [investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

## Relationship & Services

### What investment services and advice can you provide me?

We offer investment advisory services, which include both financial planning and investment management, to retail investors.

**Financial Planning:** Financial planning services are available to each client; the level of planning is determined by each client’s specific goals, needs and circumstances. Financial planning services include, but are not limited to, wealth forecasting, tax planning, estate planning, insurance planning and risk management, charitable giving, and targeted planning for specific life events (retirement, college, etc.) We monitor financial plans over time and update according to agreed-upon schedules.

**Investment Management:** Client portfolios are managed based on asset allocation models created and maintained by our investment research team, and are customized as needed to fit specific client needs and goals. Client portfolios typically consist of Exchange Traded Funds (“ETFs”), mutual funds, and individual securities. Based on individual client needs, we may also recommend investments in alternatives which can include private equity, private real estate, hedge funds, and other private investment vehicles. As part of our standard service offering, we monitor client portfolios on a continuous basis and rebalance portfolios as needed.

We primarily manage client portfolios on a discretionary basis; with discretionary portfolios, we buy and sell securities without discussing with you first. In some limited instances, we manage client portfolios on a non-discretionary basis; with non-discretionary portfolios, we discuss which securities to buy or sell with you first, but you (our client) make the ultimate decision regarding the purchase or sale of securities.

**Additional Information:** For more information about our services, please review our ADV Part 2A sections 4, 5, 7, and 10, <https://hbwealth.com/insights-and-news/helpful-resources/form-adv/>.

**Conversation Starters** - please ask your financial professional

- 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 your licenses, education and other qualifications? What do these qualifications mean?

## Fees, Costs, Conflicts, and Standards of Conduct

### What fees will I pay?

We typically charge asset-based fees based on the amount of investment capital we manage or advise on. Our fee schedule ranges from 1.25% to 0.50%, depending on the type of services provided and the amount of investment capital managed or advised on. While we do not have a minimum relationship size to become a client, we generally impose a minimum fee of \$12,500, which can increase if more complex financial planning services are required. Asset-based fees are payable quarterly and in advance. The more assets there are in your advisory account, the more you will pay in fees; thus, HB has an incentive to encourage you to increase the assets in your account.

For a small number of clients, we charge a fixed fee instead of an asset-based fee. Fixed fees are payable quarterly and in advance. We do not charge commissions, performance-based fees, or hourly fees.

Other fees and costs: Some investments like mutual funds, ETFs, or private funds include additional fund level management fees; you may also incur fees from your custodian for things like wire transfers, transaction fees, or other custody fees.

Additional Information: 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. For more information regarding our fees and costs, please review our Form ADV Part 2A Item 5, <https://hbwealth.com/insights-and-news/helpful-resources/form-adv/>.

Conversation Starters – please ask your financial professional

- Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, 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 adviser? How else does your firm make money and what conflicts of interest do you have?

When we act as your investment adviser, we have to act in your best interest and not put our interest 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.

1. We typically make money based on the amount of investment capital under our management; we have a financial incentive to recommend that you place more investment capital under our management.
2. We are the sponsor and manager of a number of investment funds. We do not charge any additional management fees to our clients who invest in these funds and we have no financial incentive to recommend them to clients. However, since we created these funds, we do have a bias to recommend them to clients.

Additional Information: Please review Form ADV Part 2A, Item 10, 12, and 14 for additional conflicts of interest, <https://hbwealth.com/insights-and-news/helpful-resources/form-adv/>.

Conversation Starters – please ask your financial professional

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

## How do your financial professionals make money?

HB financial professionals (“FPs”) are primarily compensated through a base salary, plus a bonus based on individual and firm performance. An additional bonus is provided when an FP refers a new client to HB or when a current client places additional investment capital under our management. FPs have a financial incentive to recommend that qualified individuals become clients of HB, and to recommend that current clients place more investment capital under our management. FPs do not receive any compensation for specific transactions or recommending specific investments to clients.

# Disciplinary History

## Do you or your financial professionals have legal or disciplinary history?

Yes. Please visit [investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research HB and our FPs.

Conversation Starters - please ask your financial professional

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

# Additional Information

To find additional information about HB’s advisory services and to request a copy of the relationship summary, please go to [www.hbwealth.com](https://www.hbwealth.com) or send an email request to April Jones at [april.jones@hbwealth.com](mailto:april.jones@hbwealth.com). If you would like to request up-to-date information as well as to request a copy of the relationship summary, please contact April Jones via telephone at 404-264-1400.

Conversation Starters – please ask your financial professional

- Who is my primary contact person? Is he or she a representative of an investment adviser or a broker-dealer? Who can I talk to if I have concerns about how this person is treating me?