

Means Wealth Management – Form ADV Part 3 – Client Relationship Summary

Date: 06/30/2020

Item 1: Introduction

MEANS WEALTH MANAGEMENT is an investment adviser registered with the Securities and Exchange Commission offering advisory accounts and services. Brokerage and investment advisory services and fees differ, and it is important that you understand the differences. This document gives you a summary of the types of services and fees we offer. Please visit www.investor.gov/CRS for free, simple tools to research firms and for educational materials about broker-dealers, investment advisers, and investing.

Item 2: Relationships and Services

Questions to ask us: 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?

What investment services and advice can you provide me? Our firm offers the following investment advisory services to retail clients: portfolio management (we review your portfolio, investment strategy, and investments) and financial planning (we assess your financial situation and provide advice to meet your goals). As part of our standard services, we monitor positions used by our firm on a daily basis and our client accounts on a monthly basis. Our firm offers both discretionary advisory services (where our firm makes the decision regarding the purchase or sale of investments) as well as non-discretionary services (where the retail investor makes the ultimate decision). We limit the types of investments that are recommended since not every type of investment is needed to create an appropriate portfolio. Our minimum account size is \$250,000, which may be waived at our discretion. Please also see our Form ADV Part 2A ("[Brochure](#)"), specifically the following sections: Advisory Business and Types of Clients.

Item 3: Fees, Costs, Conflicts, and Standard of Conduct

Questions to ask us: 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? How might your conflicts of interest affect me, and how will you address them?

What fees will I pay? Fees are paid monthly in arrears (quarterly for non-529 direct American Funds accounts) and prorated if necessary. Fees are based on the average of the daily balance of account assets during the billing period. The amount of your account assets affects our advisory fee; the more assets you have in your account(s), the more you will pay us and thus we have an incentive to increase those assets in order to increase our fee. However, if you are on our tiered fee schedule, as your assets increase in your account(s), your fee percentage for each tier of assets decreases.

We also provide general investment advice for a negotiated fee where you would pay fees even if we do not manage your investments. Please also see the following sections of our [Brochure](#): Advisory Business; Fees and Compensation; Performance-Based Fees and Side-by-Side Management; Types of Clients; and Methods of Analysis, Investment Strategies and Risk of Loss.

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Some investments (e.g., mutual funds, etc.) carry additional expenses that reduce the return on your investments over time. **You will pay fees and/or incur 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.** Please also see our [Brochure](#) for additional details.

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. Below is an example to help you understand what this means.*

How do your financial professionals make money? We and our financial professionals receive compensation for the advisory services we provide to you. This compensation may vary based on different factors, such as those listed above in this Item. Our financial professionals also have the ability to receive compensation on the sale of insurance-based investments and therefore have an incentive to recommend insurance-based investments that provide them or us additional compensation over those that do not. Under no circumstances do we receive both fees and compensation on the same insurance-based investments. Please also see the following section of our [Brochure](#) for additional details: Other Financial Industry Activities and Affiliations.

Item 4: Disciplinary History

Questions to ask us: As a financial professional, do you have any disciplinary history? For what type of conduct?

Do you or your financial professionals have legal or disciplinary history? Registered investment advisors are required to disclose all facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. Alex Means was discharged from his previous position for having a blank signed form on file in violation of that firm's document signature policy. Visit <https://www.investor.gov/> for a free, simple search tool to research us and our financial professionals.

Item 5: Additional Information

Questions to ask us: 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?

For additional information on our advisory services, see our [Brochure](#) available at <https://adviserinfo.sec.gov/firm/summary/2748> and any individual brochure supplement your representative provides. If you have any questions, need additional up-to-date, or want another copy of this Client Relationship Summary, then please contact us at 207-947-6763.

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Exhibit A – Material Changes to Client Relationship Summary

This is the initial version of the Client Relationship Summary. There are no material changes.