

Form ADV Part 3: Relationship Summary - Womack Wealth Management, Inc.

Introduction

Womack Wealth Management, Inc. ("WWM" or "we") is an investment adviser registered with the U.S. Securities and Exchange Commission. We offer our clients investment advisory services. Clients should understand that the services we provide and fees we charge are different than those of a broker-dealer, and that it is important to understand the difference between the two. Free and simple tools are available to research firms and financial professional at <https://www.investor.gov/CRS>, which also provides educational materials about investment advisers, broker-dealers and investing.

What Investment Services and Advice Can You Provide Me?

Description of Services: WWM offers investment advisory services to retail investors. Our investment advisory services include: Investment Management Services, Wealth Planning and Management Services and Financial Planning Services.

Investment Management Services: We provide investment management services to clients and sub-adviser services to other investment advisory firms. We will discuss your investment goals and design a strategy to try and achieve your investment goals. We will continuously monitor your account when providing asset management services and provide availability at least annually to discuss your portfolio. For more information, please see **Item 4 of our Form ADV Part 2A**. Asset management services are provided on a **discretionary** basis, meaning we will have the authority to determine the type and amount of securities that can be bought or sold for your portfolio without obtaining your consent for each transaction, and on a non-discretionary basis in certain circumstances. For more information about investment authority, please see **Item 16 of our Form ADV Part 2A**.

Wealth Planning and Management Services: We assist with the design and guidance in the implementation of coordinated strategies involving comprehensive financial planning, estate and tax planning advice, risk management/insurance planning, and investment management, in a holistic "family office"- style team structure.

Employee Benefit Retirement Plan Services: WWM provides advisory services to pensions and profit sharing plans for the design, implementation, and/or investment management of the plans.

Financial Planning Services: We also provide financial planning services. Financial planning services involve us creating a written and/or web based, dynamic financial plan for you which covers mutually agreed upon topics.

Limited Investment Offerings: We do not primarily recommend one type of security to clients. Instead, we recommend investment portfolios designed to be suitable for each client relative to that client's specific circumstances and needs. While we use multiple custodians to broaden options for our clients, we are limited in investment selection to securities which are available on certain custodian/broker dealer platform that we utilize. When providing you services, we do not recommend or offer advice on any proprietary products.

Account & Fee Minimums: We require a minimum of \$250,000 in order to open an account managed by us. The minimum fee generally charged for financial planning services provided on an hourly basis is \$500. The minimum fixed fee generally charged for financial planning services on a fixed fee basis is determined by scope and complexity and is negotiable.

Conversation Starters: *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 Fees Will I Pay?

Description of Principal Fees & Costs: Fees charged for our Investment Management Services and for our Wealth Planning and Management are charged based on a percentage of assets under management, billed in advance (arrears for a small number of legacy clients) on a quarterly calendar basis, and calculated based on the fair market value of your account on the prior quarter ending date with adjustments for certain contributions and withdrawals during the quarter. We do not receive any performance-based compensation. The annual fee for asset management services is based upon a fee schedule which ranges between 0.30% and 1.20%. Because our fee is based upon the value of your account we have an incentive to recommend that you increase the level of assets in your account. When engaging us for asset management services, you will also incur other fees and expenses. The broker-dealer/custodian on your account will charge you transaction fees for executing certain types of trades in your account. You will also be charged internal fees and expenses by some holdings and sub-advisors we utilize within your account.

Financial planning services are provided under an hourly fee or fixed fee arrangements. Hourly financial planning fees range from \$50 to \$500 per hour. Fixed fees are based on scope and complexity of the engagement and are negotiable. Any fees

we charge for financial planning services will not cover the costs associated with implementing any recommendations we may make.

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 about the fees we charge and the other fees and expenses you will incur, please see **Item 5 of our Form ADV Part 2A**.

Conversation Starters: *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?

Standard of Conduct: 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. When we provide asset management services, we will ask that you establish accounts with Charles Schwab, Fidelity or other custodians to hold your assets and to effect trades for your accounts. Our recommendation to use the custodians is based on your interest in seeking the best execution of trades along with their ancillary services, and because in some cases they provide us with research, products and tools that help us manage and further develop our business operations. As a result, a conflict of interest exists since we do not have to pay for such benefits. See **Item 12 of our Form ADV Part 2A** for more information about our arrangements with Charles Schwab and Fidelity. Some of our employees and IARs maintain investment accounts of their own. This creates different conflicts of interest for which we have developed procedures to mitigate and control for those conflicts. For more information see **Item 11 of our Form ADV Part 2A**.

Conversation Starters: *How might your conflicts of interest affect me, and how will you address them?*

Additional Information: For more information about our conflicts of interests and the ways we are compensated, please see **Item 5** and **Item 10 of our Form ADV Part 2A**.

How Do Your Financial Professionals Make Money?

Description of Salary/Payment of IARs: In order to further adhere to providing objective advice, we do not allow any of our investment adviser representatives (IARs) to charge or accept transaction fees, commissions, or other third-party or product compensation. We compensate our IARs based on the level of assets associated with clients they work with as the lead relationship contact. While we believe this aligns our advice with your interests, this creates a conflict of interest as it gives your representative an incentive to recommend that we provide advice and manage more assets.

Some of our investment adviser representatives also serve as licensed CPAs, offering accounting services. There are no referral fees to, or from, the respective outside CPA/accounting services but a conflict of interest exists whenever there is a recommendation to utilize the accounting services of our representatives.

Additional Information: For more information about these conflicts of interest, please see **Item 10 of our Form ADV Part 2A**.

Do You or Your Financial Professionals Have Legal or Disciplinary History?

Neither us, nor our investment adviser representatives have a legal or disciplinary reportable history to disclose. You can look up more information about us and our investment adviser representatives at <https://www.investor.gov/CRS>.

Conversation Starters: *As a financial professional, do you have any disciplinary history? For what type of conduct?*

Additional Information About WWM

Additional information about us and a copy of this relationship summary are available on the Internet at www.womackwealthmanagement.com. You can also find our disclosure brochures and other information about us at <https://adviserinfo.sec.gov/firm/summary/146126>. If you have any questions, would like a copy of our ADV Part 2A Disclosure Brochure and/or want an up-to-date copy of this relationship summary, we can be reached by phone at 888-314-5554.

Conversation Starters: *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?*