

CRD #: 104995

Introduction

Atwood and Palmer, Inc. is registered with the Securities and Exchange Commission as an Investment Adviser. We feel it is important for you to understand how advisory and brokerage services and fees differ in order to determine which type of account is right for you. There are free and simple tools available to research firms and financial professionals at [Investor.gov/CRS](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?

Our advisory services are based on the concept of Wealth Management, which includes investment management, estate and tax planning, education funding, retirement planning, charitable gifting and other services tailored to your unique financial situation. Many of these services (i.e. estate and tax planning) are done in coordination with your other professional service providers like estate attorneys and CPA's. We offer our investment advisory services to retail investors for an ongoing fee, which is based on the value of the assets in your account (asset-based fee). When you open an account with our firm, we will meet with you to understand your current financial situation, existing resources, liquidity needs, goals and risk tolerance. Based on those variables, we will recommend and implement a portfolio strategy that is continuously monitored, and when necessary, rebalanced to meet your changing needs, stated goals and objectives.

We will help you create your own unique Investment Policy Statement (IPS) and then manage your accounts on a discretionary basis, that is directly tied to your IPS. This means that we will not call you when we are buying or selling securities in your account. We will have you sign an investment management agreement giving us this discretionary authority. This agreement will remain in place until you or we terminate the relationship. For new clients, Atwood & Palmer has a minimum requirement of \$2 million of investable assets. We will look at your entire family relationship when taking the minimum requirement into consideration. In certain circumstances, this minimum can be waived.

For additional information including minimum investment amounts, please see www.atwoodpalmer.com for our [Form ADV, PART 2A](#) ("Brochure"), specifically Items 4 and 7.

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?

Fees and costs affect the value of your account over time. Please ask us for the personalized information on the fees and costs that you will pay. You will be charged an ongoing asset-based fee that is calculated quarterly in arrears based on the average daily market value of the preceding three months. For your benefit, we will group related family accounts together. We have two fee schedules; one is for taxable assets and one is for tax-exempt assets (i.e. IRA's, foundations, etc.). In special circumstances our fee schedules can be negotiable. Since our fees are based on the overall size of the assets, we are incentivized to grow the assets over time as our fees will grow as well. At your direction, quarterly fees will be automatically deducted from your account or an invoice will be sent to you.

Our fees are exclusive of brokerage commissions, custodian fees, transactions fees, wire transfers, and electronic fund fees. We are not compensated for those fees and will work on your behalf to keep them as low as possible. *You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce the value of your investments over time. Please make sure you understand what fees and costs you are paying.* Also see Item 5 of our [Brochure](#) for additional details.

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 a fiduciary duty to put the interests of our clients ahead of our own and the firm. We subscribe to the highest standards of ethical and professional conduct. Any issue that may arise must be resolved in a manner reflecting your best interest. Additional information about our conflicts of interest can be found in Item 11 of our [Brochure](#) for additional details.

How might your conflict of interests affect me, and how will you address them?

How do your Financial Professionals Make Money?

The firm's revenue is from advisory fees we collect from accounts each quarter. Because our revenue is derived from asset-

Do you or your Financial Professionals have legal or disciplinary history?

based fees, we have an incentive to grow your account as much as possible. Our financial professionals are employees of the firm and are paid a fixed salary and bonus based on profitability of the firm.

Neither our firm nor any of our financial professionals have any legal or disciplinary history. Visit www.investor.gov/CRS for free and simple search tool to research our firm and our finance professionals.

As a financial professional, do you have any disciplinary history? What type of conduct?

Additional Information

We encourage you to seek out additional information. Visit www.investor.gov for a free and simple tool to research our firm and our financial professionals. You can find additional information about our firm's investment advisory services on the SEC's website at <https://adviserinfo.sec.gov/firm/summary/104995>. You may also contact our firm at (816) 931-2266 and talk to any one of our investment professionals or support staff. To report a problem to the SEC, visit www.investor.gov or call the SEC's toll-free investor assistance line at (800) 732-0330.

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