

WFA ASSET MANAGEMENT CORPORATION
FORM CRS CUSTOMER RELATIONSHIP SUMMARY, MAY 2020

WFA Asset Management Corporation (WFA) is an SEC-registered investment advisory firm founded in 1993. We provide investment advice, financial planning, and consulting services rather than brokerage accounts and services. This document gives you a summary of the types of services we provide and related fees. Please ask us for more information. Suggested questions are provided on page 2. Investment advisory services and compensation structures differ from that of a registered broker-dealer, and it is important that you understand the differences. Free and simple tools are available to research firms and financial professionals at www.Investor.gov/CRS. The site also provides educational materials about broker-dealers, investment advisers and investing.

1. What Investment Services and Advice Can You Provide Me?

- WFA provides investment advice, financial planning and consulting services. to individuals, trusts and estates (our “retail investors”). We will discuss your financial goals, design with you a financial plan including an investment strategy surrounding these goals, and actively manage assets under a management agreement (portfolio) on an ongoing and continuous basis. You are encouraged to review financial planning issues, investment objectives and account performance with WFA at least once a year
- WFA’s investment services apply to “discretionary accounts”. When engaged on a discretionary basis, we shall have the authority, without prior consultation with you (unless you impose restrictions on specific security holdings), to buy, sell, trade and allocate the investments within your account(s) consistent with your investment objectives. Our authority over your account(s) shall continue until our engagement is terminated.
- We offer investment management and financial planning services as part of our standard investment advisory engagement. However, we may also be engaged to provide financial planning services on a separate fee basis. When we provide financial planning services, we rely upon the information provided by the client for our financial analysis and do not verify any such information while providing this service. We also offer tax and estate planning services.
- We do not limit the scope of our investment advisor services to proprietary products.
- Additional Information: For more detailed information about our Advisory Business and the Types of Clients we generally service, please See Items 4 and 7, respectively in our ADV Part 2A.

2. What Fees Will I Pay?

- WFA offers investment advisory services and charges management fees for such services based on a percentage of assets under management. We do not charge a minimum annual fee in connection with our investment management services. Your advisory fee will be deducted from your custodial account, on a quarterly basis, in arrears, based upon the market value of the assets on the last business day of the previous month.
- Some investments (such as mutual funds and exchange-traded funds) impose additional fees at the fund level (either transactional or ongoing). In addition, some custodians may assess account maintenance fees. These fees are separate from and in addition to WFA’s management fee. 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 detailed information about our fees and costs related to our management of your account, please See Item 5 in our ADV Part 2A.

3. 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 interest. You should understand and ask us about these conflicts because they affect the recommendations we provide you. Here are some examples to help you understand what this means.
- Because our AUM Fee is calculated as a percentage of your assets under management, the more assets you have in your advisory account, the more you will pay us for our investment management services. Therefore, a conflict of interest presents if we encourage you to increase the assets maintained in accounts we manage.
- Because our AUM Fee is calculated as a percentage of your assets under management, the more assets you have in your advisory account, a conflict of interest presents if we recommend you deplete assets from an account not managed by WFA before depleting accounts managed by WFA.

4. How do Your Financial Professionals Make Money?

- WFA's Investment Advisers are paid a salary based on their role and responsibilities within the firm. Compensation is not tied to management fee generation or sales efforts.

5. Do Your Financial Professional Have Legal or Disciplinary History?

No. We encourage you to visit www.investor.gov/crs to research our firm and our financial professionals.

Additional Information. We encourage you to seek additional information.

- Visit Investor.gov/CRS for a free and simple search tool to research our firm and our financial professionals.
- For additional information on our advisory services, see our Form ADV brochure on Brokercheck.Finra.org, on Investor.gov, or our website www.wfa-asset.com and any brochure supplement your financial professional provides.
- If you have a problem with your investments, account or financial professional, contact us in writing at marilou@wfa-asset.com or mail to:
WFA Asset Management Corporation
PO Box 170020
Whitefish Bay, WI 53217
Attention: Marilou F. Davido
- To report a problem to the SEC, visit Investor.gov or call the SEC's toll-free investor assistance line at (800) 732-0330.

Key Questions to Ask. Ask our financial professionals these key questions about our investment services and accounts.

- 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? Please explain what the abbreviations in your licenses are and what they mean?
- How do you calculate the annual management fee and do I get a reduction in fee as assets increase in value?
- 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?
- Does the firm's financial professionals receive a commission or incentive from assets under firm management?
- Do you or your firm have a disciplinary history? For what type of conduct?
- 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?

WFA Asset Management Corporation

An investment adviser registered with the Securities and Exchange Commission

https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd_iapd_Brochure.aspx?BRCHR_VRSN_ID=627317