

## Woodard & Company Asset Management Group, Inc.

*Registered with the Securities and Exchange Commission as an Investment Adviser*

The services provided and fees charged by **investment advisory** and **brokerage** firms differ, and it is important that retail investors understand the differences. Free and simple tools are available to research firms and financial professionals at [investor.gov/CRS](http://investor.gov/CRS), which also provides educational materials about investment advisers, broker-dealers and investing.

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

We are an **investment advisory firm** that provides asset management for individuals and institutions. We seek to learn our client's goals and objectives, risk tolerance and circumstances in order to determine an appropriate investment model/allocation for each client. Clients then give us authority to invest their assets on a discretionary basis in accordance with the client's objectives. Client portfolios may include: Equities, Certificates of Deposit, Mutual Funds, Commodities, Exchange Traded Funds, Corporate Debt Securities, Municipal Securities, Investment Company Securities and U.S. Government Securities.

Client portfolios are monitored and reviewed regularly for ongoing suitability and appropriateness. Our discretionary authority then allows us to choose investments on behalf of our clients, in their individual accounts, based on the information they have provided to us.

Fidelity Investments Institutional Services Company, Inc., (Fidelity) has agreed to waive custody and transaction fees for our clients. This is considered a "wrap fee" program, because participating clients pay a single, asset-based fee, and are not charged separately for custody or brokerage transactions; however, there is no additional cost to such clients.

More detailed information regarding our services is provided in our Form ADV, [Part 2 Brochure](#) and our [Wrap Fee Brochure](#).

*"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?

WCAMG's discretionary investment advisory services are provided on a "fee only" basis, which means we charge a fee based on the amount of assets we manage for you. We do not charge commissions or other transaction-based fees.

Our standard fee schedule is as follows (however, fees are negotiable):

<u>ACCOUNT VALUE</u>	<u>QUARTERLY FEE</u>	<u>ANNUAL TOTAL</u>
\$100,000 to \$300,000	0.3125%	1.25%
\$300,001 to \$1,000,000	0.2500%	1.00%
\$1,000,001 to \$2,000,000	0.2250%	0.90%
\$2,000,001 to \$4,000,000	0.2000%	0.80%
Over \$4,000,001	0.1750%	0.70%

Management fees will be calculated and paid to WCAMG each calendar quarter, in advance, based on the value of the assets in the client's account on the last business day of the previous calendar quarter. Partial initial periods will be prorated based on the value of the client's account at the beginning of the period. Management fees are debited directly from the client's account unless other acceptable arrangements are requested. Our management fees are subject to change upon not less than 30 days written notice.

We may invest your account in mutual funds, exchange traded funds (ETFs) and other registered investment companies (collectively, Funds) that charge their own management fees and have their own operating costs and expenses (such as administrative, custodial, legal and trading costs and expenses), and may charge redemption fees or 12b-1 fees, all of which will be in addition to our management fees (but none of which are paid to us). These fees and expenses are typically

described in the Fund’s prospectus. Our management fees also do not cover transfer taxes, wire transfer and electronic fund fees, other taxes on brokerage accounts and securities transactions or spreads that are built into the price of fixed income securities.

Discretionary clients who use Fidelity Investments Institutional Services Company, Inc., (Fidelity) as a custodian will not pay an additional fee for custody or brokerage, due to an arrangement with Fidelity whereby we pay a flat fee out of our own resources to Fidelity in exchange for the right to trade client accounts without transaction costs (i.e., commissions, ticket charges, etc.). This is considered a “wrap fee” program, because participating clients pay a single, asset-based fee, and are not charged separately for custody or brokerage transactions; however, there is no additional cost to such clients.

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.

More detailed information regarding fees and costs is provided in our Form ADV, [Part 2 Brochure](#) and our [Wrap Fee Brochure](#).

*“Help me understand how these fees and costs might affect my investments. If I give you \$100,000 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. The way we make money creates certain conflicts with your interests. The SEC has concluded that a conflict of interest is created when the value of your investment portfolio increases by additional deposits or market performance, resulting in our earned management fee increasing on a relative basis – at the same time if your account decreases in value our management fee earned decreases. For example, because we charge an asset-based fee, the total fees you pay us will increase with the size of your account (even though higher asset tiers are charged lower fees). This creates an incentive for us to recommend that you increase the assets in your account. You should understand and ask us about these conflicts because they can affect the investment advice, we provide you.*

More detailed information regarding conflicts of interest is provided in our Form ADV, [Part 2 Brochure](#) and our [Wrap Fee Brochure](#).

*“How might your conflicts of interest affect me, and how will you address them?”*

## **How do your financial professionals make money?**

Our financial professionals (investment adviser representatives) are paid a fixed salary and, typically, an end-of-year bonus, and we also make contributions to a retirement plan on their behalf. Our financial professionals do not earn sales commissions or other transaction-based compensation, and they are not paid based on client account performance or activity (other than our owner, John Woodard, who receives firm profits).

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

No. For a free and simple search tool to research WCAMG and its financial professionals please go to <http://www.investor.gov/CRS>.

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

## **Additional Information**

For additional information regarding WCAMG (including an up-to-date copy of this statement), please contact us by telephone at 336-998-7000 or visit our website at <http://www.wcamg.com>.

*“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?”*