

Wrenn Financial Strategies, Inc. Form CRS

Item 1 Introduction

03/01/2021

Wrenn Financial Strategies, Inc. is registered with the Securities and Exchange Commission as an Investment Adviser.

Brokerage and investment advisory services and fees differ and it is important for you to understand the differences. The SEC offers free and simple tools to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/crs) which also provides information tailored to educate retail investors about financial professionals.

Item 2 Relationships and Services

What investment services and advice can you provide me?

Our firm offers financial planning and investment management services to retail clients. These are our core services. As fiduciaries, we strive to offer practical, objective advice and strategies consistent with each client's needs, goals and comfort level. Above all else, our clients' interests come first.

FINANCIAL PLANNING SERVICES

- You may engage us to develop a comprehensive financial plan. Complete plans coordinate goal definition, cash flow management, debt reduction, income tax planning, retirement planning, education funding, investment planning, risk management, and estate conservation and distribution.
- Alternatively, we are often consulted to solve a single, pressing problem. Such an engagement might involve just one or a few planning areas. For example, answering the question "*Can I afford to retire?*" typically requires long-term, needs-based financial modeling, cash flow analysis, income tax projections and investment planning.

All planning work is based on relevant data and assumptions at a point in time. Of course, actual plan performance will deviate from projections over time. While we do not monitor plan progress (assets, liabilities, income, expenses, investment accounts, etc.), you may re-engage us to update your plan periodically. Triggers for plan/planning updates include changes in personal circumstances (health, job or career path, etc.) as well as changes in financial markets, economic trends and the regulatory (tax) environment.

INVESTMENT MANAGEMENT SERVICES

Our firm offers ongoing investment supervision to retail clients (under separate contract from planning). The foundation of our service is a model portfolio structure which spans the entire risk/reward spectrum.

We rely on your input and our planning mindset to design a strategy to achieve your investment objectives. Your motives, philosophies, timeframes, expectations and risk tolerance are carefully explored. These attitudes form your unique personal investment policy. By understanding every aspect of your financial situation, we can establish a specific framework for managing your assets.

Flexibility is the key to portfolio management. Personal circumstances change over time as do markets and the economy. With our model portfolio system, you can easily and efficiently navigate change by migrating from one portfolio structure to another.

Three management options are available for your consideration:

- **Discretionary** - We buy and sell securities in your account(s) without requiring your pre-approval. These securities are continuously monitored and your account(s) are reviewed at least monthly.
- **Non-discretionary** - We present trade recommendations and you make the ultimate decision regarding buys/sells of securities. Account(s) are reviewed at least monthly.
- **401-k Monitoring** - You forward account statement(s) to us each calendar quarter and we make trade recommendations, which you execute. We do not monitor your account(s) during the quarter.

There are no minimum account (size) requirements for our management services.

We do not engage with speculators or high-frequency traders.

For additional information, please see www.wrennfinancial.com or <https://www.adviserinfo.sec.gov/IAPD/default.aspx> for our Form ADV, 2A brochure (Items 4 and 7 of Part 2A).

Conversation starters. Ask your financial professional:

– *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?*

Item 3 Fees, Costs, Conflicts and Standard of Conduct

What fees will I pay?

The way we are compensated depends on the service(s) that we provide you.

- **Financial Planning Services:** Hourly rate for time spent.
- **Investment Management Services:** Asset-based fees (percentage applied to the value of assets being managed) are billed quarterly. Fees are determined by the size of your account(s) and the model portfolio(s) you select (higher fees are imposed on aggressively-structured accounts).
 - By charging asset-based fees, the more assets there are in your account mean your fees will be higher, which may provide us with an incentive to encourage you to increase assets under management.
 - By charging higher fees for more aggressive portfolios (than more conservative ones), we may have an incentive to recommend such a structure for you or keep you there longer than would otherwise be prudent.

Other fees/costs: In addition to our management fee, you will incur other expenses associated with investing. These include transaction costs when buying or selling some securities and internal expenses for mutual funds, ETFs, variable annuities and other types of investments. You may also pay distribution fees on certain mutual funds, depending on the share class owned.

Additional Information:

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 please review our Form ADV, Part 2A brochure (specifically Item 5) which can be found at www.wrennfinancial.com or <https://www.adviserinfo.sec.gov/IAPD/default.aspx>.

Conversation starters. Ask your financial professional:

– 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 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.

Our firm's sole revenue source is client fees as described above. We do not sell proprietary products, nor do we receive payments of any kind from third parties. As such, we have no additional conflicts of interest beyond those discussed earlier.

Conversation starters. Ask your financial professional:

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

Additional information:

For more detailed information about our fees and costs please review our Form ADV, Part 2A brochure (specifically Item 5) which can be found at www.wrennfinancial.com or <https://www.adviserinfo.sec.gov/IAPD/default.aspx>.

How do your financial professionals make money?

Salary and bonus (linked to our firm's revenue model)

Item 4 Disciplinary History

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

Our firm has no disciplinary history. Visit Investor.gov/CRS for a free and simple search tool to research our firm and our financial professionals.

Conversation Starters. Ask your financial professional:

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

Item 5 Additional Information

You can find additional information about our services and request a copy of the relationship summary by visiting www.wrennfinancial.com; emailing at maxwrenn@wrennfinancial.com or calling us at 919-848-9999.

Conversation starters. Ask your financial professional:

– 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?