

Customer Relationship Summary (Form CRS)



September 12, 2023

This document contains information about Morton Wealth Advisors, LLC (“MWA,” “Our,” “We”, “Us”) and is provided to comply with federal investment advisory laws.

MWA is an investment adviser registered with the Securities and Exchange Commission (“SEC”). Brokerage and investment advisory services and fees differ, and that it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at investor.gov/CRS which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

MWA offers investment advisory services (“Advisory Services”) tailored to retail investors. These services are rendered for an ongoing, asset-based fee calculated on the total asset value in your managed account. Financial planning is included as part of Our Advisory Services for no additional fee. Our Advisory Services focus exclusively on discretionary investment management. If you open an account with Us, we will meet with you to assess your current financial situation, existing resources, goals, and risk tolerance. After this initial consultation, we will propose a portfolio specifically designed for you. This portfolio will undergo regular reviews and We will contact you at least annually to discuss your portfolio and financial situation. Ongoing monitoring of accounts is part of Our standard service that we provide to clients.

MWA manages all client accounts on a discretionary basis. All clients are required to sign a discretionary investment management agreement (the “Agreement”). In a discretionary investment management account, you authorize Us and your financial adviser to purchase and sell investments on your behalf. The decision-making authority for each investment and transaction rests with Us. This Agreement will remain effective until either you or we terminate the relationship. We offer a full range of investment products and neither utilize nor recommend any proprietary products. To open an account, MWA requires a minimum account size of \$250,000; however, this amount may be negotiable.

For additional information about our advisory services, please see Item 4 of [MWA’s ADV Part 2A \(Brochure\)](#).

CONVERSATION STARTER: 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?**

What fees will I pay?

Fees and costs affect the value of your account over time. Please ask your financial professional to give you personalized information on the fees and costs that you will pay. You will be charged an ongoing fixed percentage fee that is calculated quarterly based on the value of the investments in your account. Our fee schedule for discretionary investment management services is based on a percentage of the value of your investments. Advisory fees typically start at 1.50% of the value of your investments but may be higher or lower based on the size and scope of the Advisory Services provided. For complete details, please see Item 5 of [MWA’s Form ADV Part 2A](#).

The broker-dealer custodian that holds your assets can charge you a transaction fee when we execute a buy or sell order on your behalf. These transaction fees are in addition to our advisory fees. Additional charges may be imposed by the broker-dealer for specific investments and for account maintenance. Some investments, such as exchange-traded funds and mutual funds, charge management fees, which are in addition to the fees that MWA charges. These fees will reduce the value of your investments over time.

Our incentive is to increase the value of your account over time, which will increase our fees over time. Fees are deducted automatically from your account each quarter. 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.

In addition to the aforementioned fees, certain clients of MWA have elected to have access to performance

reporting technology offered by a third party. For this service, each applicable client will incur a \$75 account maintenance fee, payable to MWA. MWA then pays the full amount of this fee to the third-party provider on behalf of the client. No portion of this fee accrues to the benefit of MWA or its principals.

For additional information about our advisory fees, please see Item 5 of [MWA's ADV Part 2A \(Brochure\)](#).

CONVERSATION STARTER: Ask your financial professional:

- **Help me understand how these fees and costs will 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 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 is an example to help you understand what this means:

- Conflicts may arise when MWA selects or recommends a broker-dealer custodian to safekeep your assets and execute your trades. By recommending a broker-dealer custodian to you, MWA receives access to software and related services without cost because of MWA's relationship.

Our revenue is derived from the advisory fees we collect from your account each quarter. Neither MWA nor any of its employees receive compensation for the sale of securities to our clients. MWA receives no compensation from any fund manager or other third party for the investments that it selects for client accounts.

CONVERSATION STARTER: Ask your financial professional:

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

For additional information about our conflicts of interest, please see Item 11 of MWA's [ADV Part 2A \(Brochure\)](#).

How do your financial professionals make money?

The Principals of MWA are the sole employees and shareholders of the firm, and as such, they are the direct beneficiaries of the advisory fees generated by the services you select.

Additionally, one of the principals of MWA receives insurance for the sale of life insurance products. This activity creates a conflict of interest due to the financial incentive associated with recommending these products.

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

No, neither our firm nor our financial professionals have any legal or disciplinary history. Visit Investor.gov/CRS for a free and simple search tool to research our firm and our financial professionals.

CONVERSATION STARTER: Ask your financial professional:

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

Additional Information

You can find additional information about our firm's investment advisory services on the SEC's website at adviserinfo.sec.gov. Search by clicking on the "FIRM" tab and then searching CRD No. 142912. If you would like additional, up-to-date information or a copy of this disclosure (Form CRS), please call (781)-263-1600.

CONVERSATION STARTER: 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?**