

**Maclendon Wealth Management, LLC**  
**June 22, 2020**

**FORM CRS**

Maclendon Wealth Management, LLC is registered with the Securities and Exchange Commission as an investment adviser and, as such, we provide advisory services rather than brokerage services. Brokerage and investment advisory services and fees differ and it is important for you, our client, to understand the differences. Additionally, free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing. This document is a summary of the services and fees we offer to "retail" investors, which are natural persons who seek or receive services primarily for personal, family, or household purposes.

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

We offer the following investment advisory services to retail investors: portfolio management, financial planning, financial consulting services, and a wrap fee program. Detailed information regarding our services, fees and other disclosures can be found in our Form ADV Part 2A Items 4, 7, and 8 and Form ADV Part 2 Appendix 1 Brochures Items 4 and 5 via the following link <https://adviserinfo.sec.gov/firm/brochure/157819>.

**Account Monitoring:** If you open an investment account with our firm, as part of our standard service we will monitor your investments on a daily basis. **Investment Authority:** We manage investment accounts on a **discretionary** basis whereby **we will decide** which investments to buy or sell for your account. We have discretion to select, retain or replace third-party managers to manage your accounts. You may limit our discretionary authority (for example, limiting the types of securities that can be purchased or sold for your account) by providing our firm with your restrictions and guidelines in writing. We also offer **non-discretionary** investment management services whereby we will provide advice, but **you will ultimately decide** which investments to buy and sell for your account. You have an unrestricted right to decline to implement any advice provided by our firm on a non-discretionary basis. **Investment Offerings:** We primarily allocate clients' investment management assets among exchange-traded funds ("ETFs"), individual debt and equity securities, mutual funds, independent managers, as well as the securities components of variable annuities. We also provide advice about any type of investment held in clients' portfolios. **Account Minimums and Requirements:** In general, we do not require a minimum dollar amount to open and maintain an advisory account; however, we have the right to terminate your account if it falls below a minimum size which, in our sole opinion, is too small to manage effectively.

**Key Questions to 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?**

The following summarizes the principal fees and costs associated with engaging our firm for investment advisory services. For detailed information, refer to our Form ADV Part 2A, Items 5 and 6 and Form ADV Part 2 Appendix 1 Brochures via the following link: <https://adviserinfo.sec.gov/firm/brochure/157819>.

- We charge an **asset-based fee** for our portfolio management services, which includes financial planning and/or financial consulting services. Our asset-based fee is payable quarterly in advance. Since the fees we receive are based on the value of your account, we have an incentive to grow your account value and to discourage withdrawals. Our asset-based fee is a **wrap fee**, which generally includes most transaction costs and fees to a broker-dealer that has custody of your assets. A wrap fee is typically higher than a non-wrap asset-based advisory fee. Since our firm pays the transaction costs associated with securities transactions in your account, we have an incentive to minimize the trading in your account.
- In addition to our fees, you will incur advisory fees charged by third party money managers, which are separate and apart from our fees.
- Additionally, the following are examples of the most common fees and costs applicable to our clients, which are separate and distinct from our advisory fees: custodian fees; margin fees, and fees related to variable annuities including surrender charges and other product-level fees associated with your investments.

**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.**

**Key Questions to 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. Here are some examples to help you understand what this means.

**Third-Party Payments from Securities Products:** Our financial professionals are registered representatives of APW Capital, Inc. ("APW"), an SEC registered broker-dealer. Your financial professional may offer you brokerage services through APW or investment advisory services through our firm. Brokerage services and investment advisory services are different, and the fees we, and APW, charge for those services are different. It is important that you understand the differences. Your financial professional may earn transaction-based compensation and have additional conflicts of interest as a result of providing brokerage services through APW. You are encouraged to learn more about APW by reviewing [www.aurorapw.com/distinctions.php](http://www.aurorapw.com/distinctions.php) and having a discussion with your financial Professional. We only use APW Capital, Inc. to recommend and sell certain securities to our clients, such as variable annuities and 529 plans, and for legacy business. **Third-Party Payments from Insurance Products:** Our financial professionals are licensed as independent insurance agents and will earn commission-based compensation for selling insurance products, which are separate and in addition to our advisory fees. This practice presents a conflict of interest because they have an incentive to recommend insurance products to you for the purpose of generating commissions.

Refer to our Form ADV Part 2A and Form ADV Part 2 Appendix 1 Brochures via the following link: <https://adviserinfo.sec.gov/firm/brochure/157819> to help you understand what conflicts exist.

**Key Questions to Ask Your Financial Professional**

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

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

The financial professionals servicing your account(s) are compensated by salary, bonus, product sales and commissions. Since the compensation they receive is based on the amount of assets they service or the revenue the firm earns from the financial professional's services, a conflicts of interest exists in that they have an incentive to refer new clients to our firm. Additionally, receipt of commissions based on securities or insurance products involves a conflict of interest because the financial professional earning a commission has an incentive to recommend such products to clients.

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

No. Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research our firm and our financial professionals.

**Key Questions to Ask Your Financial Professional**

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

You can find additional information about our investment advisory services via the following link: <https://adviserinfo.sec.gov/firm/brochure/157819> and request a copy of the relationship summary at 561-293-3520.

**Key Questions to 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?