

Form ADV Part 3: Relationship Summary
Jaykay Wealth Advisors, Inc.

Introduction

Jaykay Wealth Advisors, Inc. ("JKWAI" or "we") is an investment adviser registered with the U.S. Securities and Exchange Commission. We offer our clients investment advisory services. Clients should understand that the services we provide and fees we charge are different than those of a broker-dealer, and that it is important to understand the difference between the two. Free and simple tools are available to research firms and financial professional at <https://www.investor.gov/CRS>, which also provides educational materials about investment advisers, broker-dealers and investing.

What Investment Services and Advice can You Provide me?

Description of Services: We offer investment advisory services to retail investors. Our investment advisory services include: Asset Management Services and Financial Planning Services.

Asset Management Services: JKWAI provides asset management services by directly managing accounts and through various sub-advisers in the SEI Program, who we will evaluate, select, and monitor to manage and trade your account(s). JKWAI will discuss your investment goals and design a strategy to try and achieve your investment goals. JKWAI will continuously monitor your account when providing asset management services and contact you at least annually to discuss your portfolio. All of our asset management services are offered through wrap fee programs offered by our custodians. For more information please see **Item 4 of our Form ADV Part 2A**. Asset management services are provided on a **discretionary** basis, meaning we will have the authority to determine the type and amount of securities that can be bought or sold for your portfolio and/or exchanging the sub advisor managing your assets without obtaining your consent for each transaction. For more information please see **Item 16 of our Form ADV Part 2A**.

Financial Planning and Consulting Services: We also provide financial planning and consulting services. Financial planning services involve us creating a written financial plan for you which covers mutually agreed upon topics. Financial consulting is used when a written financial plan is not needed. It involves one time and/or ongoing meetings to discuss your financial situation. **Please see Item 4 of our Form ADV Part 2A**.

Retirement Plan Participant Advice: If your retirement plan utilizes our Retirement Plan Participant Advice Service, we are available at your request to provide one-on-one advice to you as a retirement plan participant regarding your investment options under the plan. Please see **Item 4 of our Form ADV Part 2A**.

Limited Investment Offerings: We do not primarily recommend one type of security to clients. Instead, we recommend any product that may be suitable for each client relative to that client's specific circumstances and needs. However, we are limited in investment selection in that we can only invest your account in securities which are available on your custodian/broker-dealer's platform. When providing you services, we do not recommend or offer advice on any proprietary products.

Account & Fee Minimums: JKWAI requires a minimum of \$1,000,000 in order to open an account. To reach this account minimum, clients can aggregate all household accounts. The minimum can be waived under certain circumstances. The minimum fixed fee generally charged for financial planning services on a fixed fee basis is \$1,500. The minimum hourly fee generally charged for financial planning and consulting services is \$250.

Conversation Starters: *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?

Description of Principal Fees & Costs: Fees charged for our asset management services are charged based on a percentage of assets under management, billed in advance or in arrears on a quarterly calendar basis, and calculated based on the fair market value of your account. The annual fee for asset management services will be based upon a fee schedule which ranges between 0.50% and 1.50%. Fees are negotiable. Because our fee is based upon the value of your account we have an incentive to recommend that you increase the level of assets in your account. We utilize a wrap fee program which means that the fee you pay us covers both our advisory services and the transaction fees imposed by the broker-dealer. Since a wrap fee covers transaction expenses it tends to be higher than non-wrap fee alternatives. You may also be charged management fees by the funds we invest in, within your account. For more information about the fees we will charge you and expenses you may incur please see **Item 4 of our Form ADV Part 2A:**

Appendix 1.

JKWAI provides financial planning services under a fixed fee arrangements. The minimum fixed fee is generally \$1,500 and the maximum fixed fee is generally no more than \$15,000. JKWAI also provides financial planning and consulting services under an hourly fee arrangement. The hourly fee charged for financial planning and consulting is \$250 per hour. The minimum hourly financial planning and consulting fee is \$250.

Any fees we charge for financial planning services will not cover the costs associated with implementing any recommendations we may make. For more information please see **Item 5 of our Form ADV Part 2A**.

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.

Conversation Starters: *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?

Standard of Conduct: 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: To the extent we recommend you roll over your account from a current retirement plan to an individual retirement account ("IRA") managed by us and subject to our asset-based investment advisory fees, this is a conflict of interest because we have a financial incentive to recommend that you move your IRA to us even if it is not in your best interest. For more information about this conflict and our procedures to mitigate the conflict, see **Item 4 of our Form ADV Part 2A**. When we provide asset management services, we will ask that you establish an account with LPL Financial, Charles Schwab and SEI Trust (**our custodians**) to maintain custody of your assets and to effect trades for your account. Our recommendation to use **our custodians** is not entirely based solely on your interest of receiving the best execution possible. We also recommend **our custodians** because they provide us with research, products and tools that help us manage and further develop our business operations. As a result, we do not have to pay for such benefits, which save us money; however, these arrangements create a conflict of interest. See **Item 12 of our Form ADV Part 2A** for more information about our arrangements with **our custodians**. We actively manage our own personal accounts while at the same time managing your accounts and other client accounts. This creates different conflicts of interest for which we have developed procedures to mitigate and control for those conflicts. For more information see **Item 11 of our Form ADV Part 2A**. When we recommend that you utilize a third-party money manager we will receive a percentage of the fee which they collect from you. This creates a conflict of interest as we have an incentive to recommend managers who have such arrangements with us. Some of our investment adviser representatives also serve as insurance agents. Through their role as such they may sell, for commissions, various insurance products. We have a conflict of interest in recommending these products to you because of the potential for additional revenue.

Additional Information: For more information about our conflicts of interests and the ways we are compensated please see **Item 5 and Item 10 of our Form ADV Part 2A**.

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

How Do Your Financial Professionals Make Money?

Description of Salary/Payment of Investment Adviser Representatives: We compensate our investment adviser representatives with a flat salary not dependent on the level of revenue they generate for the firm.

Our representatives also serve as licensed insurance agents. When acting in this capacity, the representative will receive commissions for selling insurance products. This creates a conflict of interest when the representative recommends you purchase insurance products through him or her. Our representatives also serve as registered representatives of LPL Financial, an SEC registered broker-dealer. Your representative may offer you brokerage services through LPL and/or investment advisory services through JKWAI.

When acting in this separate capacity, the representative will receive transaction-based compensation for selling securities which creates conflicts of interest. You are encouraged to learn more about LPL by reviewing their Form CRS – Customer Relationship Summary at <https://www.lpl.com/disclosures.html> and having a discussion with your Financial Professional.

Additional Information: For more information about these conflicts of interest please see **Item 10 of our Form ADV Part 2A**.

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

No neither the firm, nor our investment adviser representatives have a legal or disciplinary history to report. You can look up more information about us and our investment adviser representatives at <https://www.investor.gov/CRS>.

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

Additional Information About Jaykay Wealth Advisors, Inc.

Additional information about JKWAI are available on the Internet at www.advisorusa.com. You can also find our disclosure brochures and other information about us at www.adviserinfo.sec.gov. You can also find our disclosure brochures and other information about us at <https://adviserinfo.sec.gov/firm/summary/170192>. If you would like a copy of our Form ADV Part 2A disclosure brochure and/or have any questions we can be reached by phone at 713-780-4575.

Conversation Starter: *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?*