



Carolina Wealth Advisors is an SEC-registered investment adviser which provides investment advisory accounts and services to clients. Investment advisory services and fees differ from brokerage services and fees, and it is important for you to understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/crs), which also provides educational materials about broker-dealers, investment advisers, and investing. Please contact us to discuss any questions you may have about our firm.

What investment services and advice can you provide me?

We offer investment advisory services to retail investors, including financial planning, portfolio management, and pension consulting services. Our clients typically include individuals, pension and profit-sharing plans and participants, trusts, estates, charitable organizations, corporations, and other business entities.

If you engage us for portfolio management, we provide continuous and regular supervisory services to your accounts as part of our standard services. Your account will be monitored regularly based on the procedures and timing intervals outlined in the Investment Policy Statement. We will supervise your portfolio and make recommendations as market factors and your needs dictate. We will review your account at least annually to examine performance and compare to your stated investment objectives. We may conduct additional reviews as needed based on changes in economic conditions, changes in your financial situation or investment objectives, or upon request.

We offer discretionary and, in limited cases, non-discretionary portfolio management services. You grant us discretionary authority via our Investment Management Agreement. Discretionary management means we will make investment decisions and place buy or sell orders in your account without contacting you, based upon your stated investment objectives and subject to any reasonable restrictions you have placed.

We do not limit our advice to particular securities, but in practice we typically recommend or purchase individual equities, bonds, other investment products, and mutual funds. We do not have a minimum account size requirement for opening or maintaining an account with us.

For more detailed information about our services, please see Items 4 and 7 of our [ADV Part 2A](#).

Ask Us: Given my financial situation, should I choose an investment advisory service? Will you provide comprehensive planning services? Do you provide a written analysis of my situation and your recommendations? Why or why not?

Who actually manages my account and how will he or she choose investments to recommend to me? What is your relevant experience, licenses, securities registrations, education, and other qualifications? What do these qualifications mean?

What fees will I pay?

For portfolio management services, you will pay an ongoing fee based upon a percentage of the market value of the assets being managed. The fee is payable quarterly in advance and is negotiable depending upon the complexity of your financial situation and the scope of services rendered. For financial planning, you will pay an hourly fee. For pension consulting, you will pay either an hourly fee or an asset-based fee based on a percentage of the plan assets. Hourly fees are negotiable on a case-by-case basis depending on the scope and complexity of the services, your situation, and your financial objectives.

Certain additional charges are not included in our fees and must be paid separately by you. Examples of these additional charges include, but are not limited to, custodial fees, brokerage commissions, transaction fees, charges imposed directly by a mutual fund, index fund, or ETF purchased for your account, and fees imposed by variable annuity providers. We do not participate in any wrap fee programs.

Please be aware that 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 see Item 5 of our [ADV Part 2A](#).

Our receipt of fees for managing client accounts results in several conflicts of interest. For example, the more assets there are in a client's advisory account, the more a client will pay in asset-based fees, and we may therefore have an incentive to encourage clients to increase the assets in their accounts. Please review Items 5 and 10 of our [ADV Part 2A](#) for detailed descriptions of these conflicts and how we address them.

Ask Us: 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? How much are you compensated?

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:

- We receive additional compensation through our roles as registered representatives of a broker-dealer, The Strategic Financial Alliance, Inc. (“SFA”). As dually licensed representatives, we will receive commissions for the purchase and sale of securities, variable life insurance, and annuity products, including products sold to our advisory clients. This commission revenue is separate and in addition to revenue received from our advisory fees. This arrangement is a conflict of interest in that our representatives have an incentive to effect securities transactions for the purpose of generating commissions rather than making recommendations based solely on your needs. We manage this conflict of interest by ensuring such recommendations are in your best interest. Moreover, as CFP®s we are held to a fiduciary standard and must act in your best interest and fulfil our duty of loyalty, duty of care, and duty to follow client instructions. We have policies and procedures in place to monitor all client transactions and all related transaction costs will be disclosed to the client. Please review [SFA's Form CRS](#) for more information.
- We may recommend that you roll the assets of an existing retirement plan into an IRA that we will manage on your behalf, on which we would charge an asset-based fee. This creates a conflict of interest because we have an incentive to recommend a rollover to you for the purpose of generating fee-based compensation rather than based solely on your needs. We manage this conflict by ensuring that the recommendation is in your best interest. You are under no obligation to complete the rollover, nor are you obligated to have the assets managed by our Firm.

Ask Us: How might your conflicts of interest affect me, and how will you address them? Do you receive referral fees? Do you work for a publicly traded company?

How do your financial professionals make money?

Our IARs are compensated via discretionary distributions and bonuses from the revenue earned by us for advisory services. We do not pay incentives based on the number of clients or assets attributable to an IAR.

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

Yes. Visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research our firm and our financial professionals.

Ask Us: As a financial professional, do you have any disciplinary history? Have you ever been cited or disciplined by a professional or regulatory body? For what kind of conduct?

For more information about our investment advisory services or to request the most current version of this relationship summary, please call us at (843) 448-4425 or visit our website at carolinawa.com or the SEC's website at adviserinfo.sec.gov.

Ask Us: 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? Do you have a succession plan?

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