

# Basepoint Wealth, LLC

Form ADV Part 3 – Client Relationship Summary

March 05, 2024

## Item 1: Introduction

Basepoint Wealth, LLC (“Basepoint”) is registered with the SEC as an investment adviser. Brokerage and investment advisory services fees differ, and it is important for you to understand the differences. Free and simple tools are available to research firms and financial professionals at <https://www.investor.gov/> which provides educational materials about broker-dealers, investment advisers and investing.

## Item 2: Relationships and Services

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

Our firm primarily offers the following investment advisory services to retail clients: portfolio management via a wrap fee program (we review your portfolio, investment strategy, and investments); financial planning (we assess your financial situation and provide advice to meet your goals). As part of our standard services, we typically monitor client accounts on a daily basis. Our firm offers both discretionary advisory services (where our firm makes the decision regarding the purchase or sale of investments) as well as non-discretionary services (where the retail investor makes the ultimate decision). We do *not* limit the types of investments that we recommend. Our firm does *not* have a minimum account size.

**For additional information**, please see our Form ADV 2A Brochure, specifically Items 4 and 7 at <https://adviserinfo.sec.gov/firm/summary/289538>, or by visiting <https://www.basepointwealth.com/> and choosing “Services” on the top header list.

**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, and Standards of Conduct

### What fees will I pay?

Our fees vary depending on the services you receive. Additionally, the amount of assets in your account affects our advisory fee; the more assets you have in your advisory account, the more you will pay us and thus we have an incentive to increase those assets in order to increase our fee. Asset management fees range between 0.75% and 1.50%. Qualified Clients will pay an annual fee of up to 1.00% of assets under management along with 20.0% of gains based on capital appreciation. For hourly fee arrangements, each additional hour (or portion thereof) we spend working for you would increase the advisory fee. Hourly fees range between \$100 and \$400. Our fixed fee arrangements are based on the amount of work we expect to perform for you, so material changes in that amount of work will affect the advisory fee we quote you. Portfolio management fees are paid monthly in arrears, based on average daily account value. Financial planning fees can be paid monthly, quarterly, half in advance and remainder in arrears, or upfront. You pay our fees even if you do not have any transactions and the advisory fee paid to us generally does not vary based on the type of investments selected. Please also see Items 4, 5, 6, 7 & 8 of our [Brochure](#).

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.

*Description of Other Fees and Costs:* Some investments (e.g., mutual funds, variable annuities, etc.) impose additional fees (e.g., transactional fees and product-level fees) that reduce the value of your investment over time. You will also pay fees to a custodian that will hold your assets. For the wrap fee program, you will not typically pay additional transaction fees and thus our advisory fee is higher than if you paid transaction fees separately.

**For more detailed information**, please see our [Form ADV Part 2A Brochure](#) (specifically Item 5).

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

Basepoint has a relationship with third-party insurance networking agencies that provide insurance and annuity education, comparisons, and solutions. These third-party insurance networking agencies have relationships with third party broker-dealers who facilitate variable annuities and insurance products. For an asset-based fee, Basepoint may contract directly with third party broker-dealers to provide advisory consulting services to their clients. The services provided by Basepoint under these third-party relationships are limited to a) serving as the client relationship manager, b) providing advice based on client relationship summaries, c) providing investment analysis based on disclosed client assets. Basepoint does not receive nor share in commissions in these relationships. Basepoint does not assume discretionary authority over any brokerage accounts. Through these same relationships, Basepoint may recommend non-variable life and annuity products and receive compensation in the form of commissions or advisory fees directly from insurance carriers.

Our Firm charges you asset-based fees, more assets in the account will cause you to pay more in fees and therefore we may have an incentive to encourage you to increase the amount of money invested in those accounts. **For more detailed information, please review our [Form ADV, Part 2A Brochure](#) (specifically Items 10 and 11).**

**Conversation Starters.** Ask us the following questions:

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

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

Primarily, our financial professionals are compensated from the advisory services we provide to you because of the advisory fees we receive from you. This compensation may vary based on different factors, such as those listed above in this Item. Certain non-registered employees are compensated for referrals, this creates a conflict of interest in which our employees are incentivized to refer and maintain your business.

Additional information about our financial professionals can be found on their respective [Form ADV Part 2](#) Brochure Supplements that you will be provided.

**Item 4: Disciplinary History**

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

Yes, one of our financial professionals has a legal or disciplinary event. We invite you to visit <https://www.investor.gov/> for a free, simple search tool to research our firm and our financial professionals.

**Conversation Starters.** Ask our financial professionals:

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

**Item 5: Additional Information**

For additional information on our investment advisory services and to request a copy of the relationship summary, go to IAPD at <https://adviserinfo.sec.gov/firm/summary/289538>. To obtain up-to-date information and request a copy of the Customer Relationship Summary, you may call: 319-826-1898. You may also find additional information about Basepoint’s investment advisory services and request a copy of this Customer Relationship Summary by visiting: <https://www.basepointwealth.com/>.

**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.”

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## **Exhibit I – Material Changes to Client Relationship Summary**

Since our last filing, our firm amended the following items:

- Item 3 has been updated to clarify our performance-based fees.
- Item 3 has also been updated to reflect compensation for non-registered employees.