

GreyCliff Wealth Management, LLC
Form CRS – Client Relationship Summary

March 30, 2022

Introduction

GreyCliff Wealth Management, LLC (“GreyCliff”) is registered with the Securities and Exchange Commission as an investment adviser. Brokerage and investment advisory services and 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 [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.


What investment services and advice can you provide me?


GreyCliff provides personalized investment management and financial planning services. The firm provides financial advice to individuals, trusts, foundations, endowments, and corporations. GreyCliff does not impose a minimum account size or require a minimum fee.


Asset Management & Financial Planning Services

Generally, each client who engages GreyCliff for asset management services will begin by engaging with GreyCliff professionals in the creation of a written financial plan. In most cases, the client will supply to GreyCliff information including income, investments, savings, insurance, age and many other items that are helpful to the firm in assessing financial goals. The information is typically provided during personal interviews and supplemented with written information. Once the information is received, GreyCliff will discuss financial needs and goals with the client, and compare the client’s current financial situation with the goals stated. Once these are compared, GreyCliff will create a financial plan to help clients meet their goals. The financial plan will be used to create investment guidelines to which client accounts will be managed. When GreyCliff performs asset management services, GreyCliff will do so on a discretionary basis. This means that while clients will communicate regularly with GreyCliff, GreyCliff will not seek specific approval of changes to client accounts. Clients can always make deposits or withdrawals in their accounts at any time. Clients should be aware that if GreyCliff is managing the client’s assets, they may not be able to place restrictions on the types of investments in an account or portfolio. Because GreyCliff takes discretion when managing accounts, clients engaging the Firm will be asked to execute a Limited Power of Attorney (granting GreyCliff the discretionary authority over the client accounts) as well as an Investment Management Agreement that outlines the responsibilities of both the client and GreyCliff. GreyCliff allocates client assets among ETF’s, Mutual Funds, Equities, Bonds and other securities necessary to meet client’s investment objectives.

For more detailed information, please refer to our Disclosure Brochure, the ADV Part 2A, under Item 4 Advisory Business and Item 7 Types of Clients available by [clicking here](#).

 ***“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?

All clients will be required to execute a written agreement that will describe the type of services to be provided and the fees, among other items.

GreyCliff asset management fees range from 1.00% to 2.0% per annum of the net market value of a client’s account managed by GreyCliff. Fees are negotiable and may be higher or lower than this range, based on the nature of the account, and the origin of the client. Factors affecting fee percentages include the size of the account, complexity of asset structures, and any other unique factors that may exist. There may be special circumstances in which GreyCliff arranges a fixed fee for asset management with a client. This fixed fee is determined by GreyCliff and the client, factoring the nature and size of the account and complexity of asset structures. For clients whose assets are managed by the firm, investment advisory fees will be debited directly from each client’s account. The advisory fee is paid quarterly, in advance, and the value used for the fee calculation is the net value as of the last market day of the previous quarter. Clients whose fees are directly debited will provide written authorization to debit advisory fees from their accounts held by a qualified custodian chosen by the client. GreyCliff may charge performance based fees to certain qualified clients upon approval from the client. When GreyCliff charges a performance fee, GreyCliff has an incentive to maximize gains in that account (and, therefore, maximize its performance fee) by making investments for that account that are riskier or more speculative than would be the case in the absence of a performance fee.

There are several other fees that can be associated with holding and investing in securities. Clients are responsible for fees including transaction fees for the purchase or sale of a mutual fund and commissions for the purchase or sale of a stock or bond. Mutual fund expenses are not included in management fees because they are deducted from the value of the shares by the mutual fund manager. 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 specific information regarding our fees, please refer our Disclosure Brochure, the ADV Part 2A under Item 5 Fees and Compensation available by [clicking here](#).

 ***“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.

To permit GreyCliff clients to have access to as many investment solutions as possible, certain professionals of GreyCliff are registered representatives of Purshe Kaplan Sterling Investments, Inc. (“PKS”), a FINRA member broker-dealer. The relationship with PKS allows these professionals to provide additional products to clients’ portfolios that would not otherwise be available. Because PKS supervises the activities of these professionals as registered representatives of PKS, the relationship may be deemed material. PKS is not affiliated with GreyCliff or considered a related party. PKS does not make investment decisions for client accounts. Registered representative status enables these professionals to receive customary commissions for the sales of various securities, including those recommended to clients. Certain professionals of GreyCliff are separately licensed as independent insurance agents. As such, these professionals may conduct insurance product transactions for GreyCliff clients, in their capacity as licensed insurance agents, and will receive customary commissions for these transactions in addition to any compensation received in their capacity as employees of GreyCliff.

Depending on a client’s given circumstances, we may recommend that a client rollover retirement plan assets to an Individual Retirement Account (IRA) managed by us. As a result of a rollover, we may earn fees on those accounts. This presents a conflict of interest, as we have a financial incentive to recommend that a client roll over retirement assets into an IRA we will manage. When we provide investment advice to you regarding your retirement plan account or individual retirement account, we are fiduciaries within the meaning of Title I of the Employee Retirement Income Security Act and/or the Internal Revenue Code.

For more specific information regarding our fees, please refer our Disclosure Brochure, the ADV Part 2A under Item 5 Fees and Compensation available by [clicking here](#).


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

How do your financial professionals make money?

Financial professionals of GreyCliff are paid a portion of the asset management/planning fees collected from clients. Financial professionals are not rewarded sales bonuses. Financial professionals may receive commission compensation for brokerage or insurance related sales transactions.


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

Yes. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/CRS).

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

Additional Information

Additional information about our investment advisory services can be found at www.greycliffag.com. A copy of our relationship summary can also be requested by calling (267)980-9029 or by [clicking here](#).

 ***“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?”***

 = Conversation starter. Consider asking your financial professional these questions.