



### **Item 1. Introduction.**

Media Wealth, LLC is registered with the United States 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://www.investor.gov/crs), which also provides educational materials about broker-dealers, investment advisers and investing.

### **Item 2: What investment services and advice can you provide to me?**

Media Wealth, LLC provides investment advisory services to retail investors through a website-based program (“the Program”). The principal service we offer is investment management services, and financial planning and other services are also made available for clients with investable assets over \$500,000. The investment management services utilize the Program technology to recommend a model portfolio allocation consistent with your objectives and risk tolerance. The investment model or models we utilize for you are determined by the investment objectives, goals, risk parameters, financial and other information you have provided to us, as well as your specific direction. A Media Wealth advisor will be assigned to you and is available to discuss the portfolio with you. We monitor the holdings and performance of your account on an ongoing basis and make them available to you at any time through our website. Clients in the Program must authorize us to exercise discretionary trading authority over the assets dedicated to your recommended strategy, which includes the initial allocation and ongoing rebalancing. Pursuant to this discretionary authority we are authorized to determine which securities are bought and sold, the total amount to be bought and sold, and the costs at which transactions will be affected. The Program asset allocation models utilize only exchange-traded funds (“ETFs”) for client portfolios. We do not limit the provision of investment management services or financial planning services to proprietary products. We do not impose account minimums for new clients or minimum annual fees. We reserve the right to accept or decline a potential client for any reason at our sole discretion.

For additional information, please refer to our [Form ADV Part 2A Brochure](#), especially [Item 4 Advisory Business](#) and [Item 7 Types of Clients](#).

### **Questions to Ask Us:**

<i>Given my financial situation, should I choose investment advisory services? Why or why not?</i>
<i>How will you choose the investments that you recommend to me?</i>
<i>What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?</i>

### **Item 3 (part 1): What fees will I pay?**

For investment advisory services we charge an annual asset-based fee, which is based on a percentage of the market value of the assets under management, ranging from 0.45%-0.79%. This fee is billed on a quarterly basis in advance and prorated for accounts established or terminated at times other than the start of a quarter. For an asset-based fee, the more assets that are in a client’s advisory account, the more a client will pay in fees. Therefore, we may have an incentive to encourage clients to increase the assets in their account(s). Financial planning and other services are included in this asset-based fee depending upon the level of investable assets.

In addition to our fees, you will be responsible for other fees and expenses, such as transaction charges and fees/expenses charged by any custodian of your account, subadvisor, mutual fund, exchange-traded fund, separate account manager and any taxes or fees required by federal or state law.

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 additional information, see [Item 5 Fees and Compensation](#) of our [Form ADV Part 2A Brochure](#).

**Question to Ask Us:**

*Help me to 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?*

**Item 3 (part 2): 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 conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide to you. As an example, we receive various benefits and services from custodians that we may recommend to you. For additional information, please refer to our [Form ADV Part 2A Brochure](#), specifically [Item 10 Other Financial Industry Activities and Affiliations](#), [Item 12 Brokerage Practices](#), and [Item 14 Client Referrals and Other Compensation](#).

**Question to Ask Us:**

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

**Item 3 (part 3): How do your financial professionals make money?**

Our financial professionals are paid pursuant to a combination of salary and a bonus structure. The bonus structure takes into consideration factors such as the amount of client assets they service, new clients obtained, and/or an increase in client assets supervised by the professional. Financial professionals paid pursuant to a bonus structure that encompasses factors such as an increase in firm or client account revenue and increases in managed client assets are subject to a conflict of interest. A number of our financial advisors may be eligible for additional compensation from our indirect parent company, Focus Financial Partners, LLC (or one of its affiliates), depending on the performance of Media Wealth. Eligibility will be determined based on all or a portion of Media Wealth's annual revenues and/or earnings. This potential for increased compensation provides an incentive for these financial advisors to encourage you to maintain and even increase the size of your investment account with us. Since the firm charges an asset-based advisory services fee, the more assets you have in your account the more you will pay in fees, therefore, the firm and the financial professional have an incentive to encourage you to increase the assets in your account. For additional information regarding our financial professionals' activities please refer to our [Form ADV Part 2A Brochure](#), specifically [Item 10 Other Financial Industry Activities and Affiliations](#).

**Item 4: Do you or your financial professionals have a legal or disciplinary history?**

No. You can visit [Investor.gov/CRS](https://www.investor.gov/crs) for a free and simple search tool to research our firm and our financial professionals.

**Questions to Ask Us:**

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

**Item 5: Additional Information.**

For additional information about our investment advisory services and to request a copy of our Form CRS, please visit our [website](#) or call us at 650-252-0550.

**Questions to 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 a person is treating me?*