

# New Day Wealth Management, LLC

## Customer Relationship Summary

### *Helping You Make An Informed Decision*

#### Introduction

New Day Wealth Management, LLC is registered with the United States Securities and Exchange Commission as an investment advisor. The costs that a retail investor pays for investment advisory services differ, and it is important for a retail investor to understand the differences. There are free and simple tools available to research firms and financial professionals at <https://www.investor.gov/CRS> which also provides educational materials about investment advisers, broker-dealers, and investing.

This Client Relationship Summary (Form CRS) provides a summary of the types of services we provide and how you pay for those services. We want you to make an informed decision about whether or not to invest with us and will answer the following questions:

- What investment services and advisory services can you provide me?
- What fees will I pay?
- What are your legal obligations to me when providing recommendations as my broker-dealer, or when acting as my investment adviser? How else does the firm make money and what conflicts of interest do you have?
- How do your financial professionals make money?
- Do you or your financial professionals have a legal or disciplinary history?
- Where can I find additional information?

#### Terms To Know

An **investment advisor** is any person or group that makes investment recommendations or conducts securities analysis in return for a fee.

#### What investment services and advisory services can you provide to me?

The firm offers advisory services to investors. The firm provides recommendations on a wide range of securities, primarily mutual funds, exchange-traded funds (ETFs), stocks, bonds, annuities, options, and cash management services. We offer only registered products. We do not offer proprietary products.

#### Investment Advisory Services

For purposes of this Summary, the term "advisor" means an individual registered as an investment advisor representative with the firm. When acting as an investment advisor, the firm primarily provides advice to retail investors with respect to the purchase and sale of publicly traded securities. The investor pays a fee based on a percentage of the account value. The vast majority of the firm's advisory accounts are non-discretionary, meaning the investor must approve each transaction before it is executed. The remainder are managed on a discretionary basis, meaning the financial professional may effect transactions without consulting with the investor in advance.

The advisor has an ongoing obligation to actively manage the account of the investor. More information on our advisory services is available in our Regulation Best Interest disclosure document that may be sent to you upon request.

#### What Fees Will I Pay?

Fees are different for brokerage and advisory accounts. And it is important to understand the difference. 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.

#### Fee For Investment Advisory Services

In an advisory account, the investor pays the firm a fee based on a percentage of the account value. One-fourth of the annual fee is deducted from the investor's account each quarter. For instance, if an investor is paying a 1% annual fee, one-fourth of 1% (.25%) will be assessed against the account value at the beginning of each quarter. Advisory rates are negotiable. The higher the fee, the greater the benefit to the firm and the advisor since the fee is based on the account value. At this firm, investors in

#### Conversation corner

Questions you might wish to ask when considering our services:

- Given my financial situation, should I choose an investment advisory service? Should I choose a brokerage service? Should I choose both types of services? 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?

#### Conversation corner

Questions you might wish to ask when considering our services:

- 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?

advisory accounts typically pay between one percent (1%) and two- and one-half percent (2.5%) of the account value annually.

### Other Fees and Expenses

In brokerage accounts, in addition to transaction costs, investors may pay for account transfers, optional exchanges, wire transfers, retirement plans, delivery of US Government securities, various fees on government securities, annual inactive or maintenance fees, postage and handling fees, abandoned property and returned checks. In advisory accounts, there are nominal transaction charges in addition to the advisory fee. Investors may be charged a termination fee if the account is transferred to another firm. There are also charges for wire transfers, delivery of US Government Securities, abandoned property, returned checks, and various fees on foreign securities.

**What are your legal obligations to me when providing recommendations as my investment adviser? How else does the firm make money and what conflicts of interest do you have?**

### Standard of Conduct

**When we provide you with a recommendation 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 recommendations and investment advice we provide you. Here are some examples to help you understand what this means.

### Examples of Ways We Make Money and Conflicts of Interest

The firm's primary sources of revenue are investment advisory fees. Therefore, the firm has an incentive to increase the total amount of investor assets under management and increase fees in advisory accounts.

For additional information about our conflicts of interest, please see our Regulation Best Interest Disclosure on our Form ADV Part 2A at [advisortinfo.sec.gov](https://advisortinfo.sec.gov)

### How do your financial professionals make money?

At our firm, all advisors are licensed only as advisors. They receive a percentage of the advisory fees clients pay to the firm for ongoing investment management and advice. The advisor has an incentive to increase account values to increase fees. In addition, advisors earn a higher percentage of the fees received by the firm when they meet revenue goals. The incentive to generate fees to reach higher revenue payout levels is an inherent conflict of interest.

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

Yes. <https://www.investor.gov/CRS> has a free and simple search tool to research the firm and its financial professionals.

### 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 commissions, fees, and other costs you are paying.

### Where Can I Find More Information?

You can always ask your financial advisor for more information and request a free copy of this relationship summary at our home office. You may also find a current copy of this summary at [www.newdaywm.com/disclosures](http://www.newdaywm.com/disclosures)

You can also read more about us in our Regulation Best Interest Disclosures.

Our phone number is 501-417-7221.

### Conversation corner

Questions you might wish to ask when considering our services:

- How might your conflicts of interest affect me, and how will you address them?
- What are the most common conflicts of interest? How do you manage those conflicts?
- Tell me how you and your firm make money in connection with the services you provide.
- Do you or your firm receive any payments from anyone besides me in connection with the services you provide me?

### Conversation corner

Questions you might wish to ask when considering our services

- As a financial professional, do you have any disciplinary history? For what type of conduct?
- Who is my primary contact person? Is he or she a representative of an investment adviser or a broker-dealer? Whom can I talk to if I have concerns about how this person is treating me?