

## Introduction

MartinWright Advisory, LLC is registered with the Securities and Exchange Commission (SEC) as an investment adviser. This document gives you a summary of the types of services we provide and how you pay. Please ask us for additional information.

We provide advisory accounts and services rather than brokerage accounts and services. Brokerage and investment advisory services fees can differ, and it is important for you to understand these 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.

## Relationships and Services

### *What Investment Services and Advice Can You Provide Me?*

MartinWright Advisory, LLC, offers investment advisory services to retail investors, including investment management, financial planning, and consulting services. Our services are designed to address many different types of investors and their particular objectives, needs, and preferences.

If you retain our firm for investment management services, you will pay an ongoing asset-based fee at the end of each month for our services, based on the value of the cash and investments in your advisory account. At the beginning of our advisory relationship, we will meet with you in person, if possible, or otherwise by phone and/or computer to determine your investment objectives, risk tolerance, and other relevant information. We will use this information to develop a strategy that enables our firm to give you continuous and focused investment advice and/or to make investments on your behalf. Once we construct an investment portfolio for you, we will monitor and rebalance your portfolio's performance on an ongoing basis. If you participate in our discretionary investment management services, the authorization will allow us to manage your account regarding the purchase and/or sale of investments without your approval prior to each transaction until the termination of our agreement. You may limit our discretion by providing our firm with your restrictions and guidelines in writing. If you enter into a non-discretionary arrangement with our firm, you are required to make the ultimate decision regarding the purchase and/or sale of investments. We must obtain your approval prior to executing any transactions on behalf of your account.

The Firm offers financial planning services, which typically involve providing a variety of advisory services to clients regarding the management of their financial resources based upon an analysis of their individual needs. If you retain our firm for financial planning services, we will meet with you to gather information about your financial circumstances and objectives and make investment allocation recommendations based on your investment profile. You will be responsible for implementing our investment advice.

The Firm offers investment advisory services with a large selection of investments to individuals, trusts, estates, charitable organizations, corporations, and other business entities.

In general, the Firm requires a minimum of \$5 million to open and maintain an advisory account. At our discretion, we may waive the minimum account size requirement.

**For additional information, please see MartinWright Advisory, LLC's ADV at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) (Part 2A Brochure, Items 4 and 7).**

### ***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?*

## Fees, Costs, Conflicts, and Standard of Conduct

### *What Fees Will I Pay?*

For investment management services, you will be charged an ongoing management fee based on the assets under management in accordance with the fee schedule presented in your agreement. Fees are typically charged monthly in arrears based on the value of your account on the last day of the previous month. The asset-based fee reduces the value of your account and will be deducted from your account. Our current fee schedules are described in our Form ADV Part 2.

Investment management clients generally pay a tiered management fee ranging up to 1.0% depending on the size of their account. At our discretion, we may combine the account values of family members living in the same household to determine the applicable advisory fee. Combining account values will increase your total assets under management, which may result in your paying a reduced advisory fee percentage. Although the effective management fee rate decreases as your account grows larger, the total management fees you will pay will likely increase as you increase the total amount of assets under our management, and therefore, we generally have an incentive to encourage transferring or depositing additional assets into your account.

Other fees and costs may include custodian fees and account maintenance fees. Some investments (such as mutual funds) impose additional fees that will reduce the value of your investment over time. Also, with certain investments, such as variable annuities, you may have to pay fees such as “surrender charges” to sell the investment.

**You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce the 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, please see MartinWright Advisory, LLC’s ADV at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) (Part 2A Brochure, 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 interests 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 is an example to help you understand what this means.

- The Firm maintains a business relationship with tru Independence, LLC (“tru Independence”), a service platform for investment professionals. Through its relationship with tru Independence, the Firm gains access to services related to reporting, compliance, trading, technology, and other related services. A conflict of interest exists to the extent that, as the Firm receives these services for using the platform, tru Independence charges a platform fee that decreases as assets increase.
- The Firm and its Investment Advisor Representatives (IARs) are allowed to invest in their own accounts in the same securities that we recommend or acquire for your account and may engage in transactions that are the same or different than transactions recommended or made for you. This creates a conflict of interest, which we mitigate by maintaining a Code of Ethics and compliance program that sets forth a standard of conduct that all Firm personnel must adhere to.
- Certain of the Firm’s Supervised Persons are licensed insurance agents and may offer certain insurance products on a fully disclosed basis. A conflict of interest exists to the extent that the Firm recommends the purchase of insurance products where its Supervised Persons may be entitled to insurance commissions or other additional compensation. We take our fiduciary duty and professional responsibility very seriously and always endeavor to act in the best interest of our clients, regardless of any such affiliation.

For additional information, please see MartinWright Advisory, LLC’s ADV at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) (Part 2A Brochure, Item 10).

**Conversation Starters. Ask your financial professional –**

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

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

Our financial professionals are paid a salary plus discretionary bonuses based on company, team, and individual performance, which includes metrics such as client retention and referrals. Salaries are ultimately derived from the revenue the Firm earns from the financial professional’s advisory services or recommendations.

## **Disciplinary History**

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

No. Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

**Conversation Starters. Ask your financial professional –**

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

## **Additional Information**

For additional information about our services, including up-to-date information about the firm and/or a copy of this disclosure, please call Stacy Sizemore, IACCP®, at 971-371-3450. To report a problem to the SEC, visit [Investor.gov](http://Investor.gov) or call the SEC’s toll-free investor assistance line at (800) 732-0330. If you have a problem with your investments, investment account, or a financial professional, you may contact us in writing at 3290 Northside Parkway NW, Suite 950, Atlanta, GA 30327.

**Conversation Starters. Ask your financial professional –**

- *Who is my primary contact person? Is he or she a representative of an investment adviser or broker-dealer?*
- *Who can I talk to if I have concerns about how this person is treating me?*