

W.B. Edwards LLC dba W.B Edwards & Co. 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?

We offer investment advisory services to retail investors, including discretionary and non-discretionary portfolio management services and financial planning services. Portfolio management services are tailored to your individual investment objectives, financial circumstances, and risk tolerance. Financial planning services may be provided on a stand-alone basis or in conjunction with portfolio management services.

If you grant us discretionary authority, we may buy and sell investments in your account without obtaining your prior approval for each transaction, subject to any reasonable investment restrictions you place on your account and the terms of our advisory agreement. For non-discretionary advisory services, you make the ultimate decision regarding the purchase or sale of investments.

We generally recommend diversified portfolios consisting of individual stocks, exchange-traded funds (ETFs), mutual funds, fixed-income securities, options, and other investments, as appropriate based on your investment objectives and circumstances. We do not offer proprietary investment products.

As part of our standard portfolio management services, we monitor client accounts on an ongoing basis. We conduct formal reviews at least annually and may conduct additional reviews when warranted by changes in market conditions or your financial circumstances.

More detailed information about our services may be found in [Items 4 and 7 of our Form ADV Part 2A brochure](https://adviserinfo.sec.gov/firm/brochure/139237) [available at <https://adviserinfo.sec.gov/firm/brochure/139237>].

Conversation Starters

- “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?

Retail investors generally pay an ongoing asset-based fee for portfolio management services, calculated as a percentage of assets under management and billed quarterly in advance. We also offer financial planning services, which may be billed on an hourly basis or through an ongoing fee arrangement, depending on the services provided.

In addition, retail investors generally incur fees and expenses charged by third parties, including custodian fees, account-related fees, transaction charges, and expenses associated with investment products such as mutual funds and exchange-traded funds.

When we charge an asset-based fee, the more assets there are in your account(s), the more you will pay in fees, and we may therefore have an incentive to encourage you to increase the assets in your account(s).

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.

More detailed information about our fees and costs may be found in [Item 5 of our Form ADV Part 2A brochure](#).

Conversation Starter

“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.

The custodian(s) we recommend provide us various products and services that are intended to directly benefit you, us, or both of us. To the extent a custodian provides us products or services that don't directly benefit you, this creates an incentive to recommend that custodian. To learn how we address this incentive, please refer to [Item 12 of our ADV Part 2A brochure](#).

When we recommend that you roll assets from an employer-sponsored retirement plan or another retirement account into an account managed by us, we will receive advisory fees on those assets. This creates an incentive for us to recommend the rollover. We address this conflict by acting as fiduciaries and recommending rollovers only when we believe they are in your best interest. Additional information regarding rollover recommendations is available in Item 5 of our Form ADV Part 2A brochure.

**Conversation
Starter**

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

More detailed information about our conflicts of interest may be found in [our Form ADV Part 2A brochure](#).

How do your financial professionals make money?

Our financial professionals receive salary-based compensation and may also receive compensation based on the amount of client assets they service. They do not receive commissions or compensation for selling particular investment products.

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

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

**Conversation
Starter**

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

Additional Information

You can find additional and up-to-date information about our investment advisory services and request a copy of this relationship summary by visiting our website www.wbedwardsco.com, emailing info@wbedwardsco.com, or calling 865-999-2032.

**Conversation
Starter**

“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?”