



Introduction

Power Wealth Management LLC (“PWM,” “we,” “our,” “us,” or “the firm”) is registered with the Securities and Exchange Commission (SEC) as an investment adviser. Brokerage and investment advisory services and fees 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.

What investment services and advice can you provide me?

We provide investment advisory services to retail investors. We specialize in holistic Wealth Management services, which include ongoing Portfolio Management combined with Financial Planning. We also provide standalone Portfolio Management services if you do not require comprehensive services.

Portfolio Management: If you retain our firm for portfolio management services, we will meet with you in person if possible, otherwise by phone and computer to determine your investment objectives, risk tolerance, and other relevant information at the beginning of our advisory relationship. We will use the information we gather 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 performance and rebalance your portfolio on an ongoing basis as part of our standard services. We will manage your investment portfolio on a discretionary basis, which means we will buy and sell securities in your account(s) without asking you in advance. You will sign an advisory agreement giving us this authority until either you or we terminate that agreement. You may place reasonable limitations on our authority, subject to our approval.

Financial Planning: Financial planning generally includes advice that addresses one or more areas of your financial situation, risk management, budgeting and cash flow controls, retirement planning, education funding, investment portfolio design and if needed, insurance evaluation, tax strategies and estate planning consultation.

In general, PWM will determine the minimum size account based upon the client relationship, type of account, and other factors to open and maintain an advisory account.

For additional information, please see [Power Wealth Management ADV 2A Brochure, Items 4, 7, 13 and 16](#).

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?

What fees will I pay?

Our Wealth Management Services, inclusive of Portfolio Management and Financial Planning, are provided for an ongoing asset-based, percentage fee based on your assets under management in accordance with the fee schedule presented in your agreement. Fees are typically charged quarterly in advance based on the average daily balance of your account during the prior quarter. Since we earn fees based on the value of your account, it could influence us to recommend that you deposit more assets in your account, which would increase our fees.

In addition to the fees that we charge, your portfolio is subject to other expenses. For example, although our custodians offer commission-free trading for most securities, you may pay transaction costs for certain trades (i.e., when you buy or sell a security). Your account will also be subject to the custodian’s fees, and the internal fees imposed by mutual funds, exchange traded funds and other pooled investment vehicles.

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, please see [Power Wealth Management ADV 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 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.

- We recommend that you hold your investment account(s) with Charles Schwab & Co., Inc. (“Schwab”), which offers an advisor-based program that facilitates management of our clients’ accounts. Most of Schwab’s services directly benefit you as a client; however, other services benefit only us. Without this arrangement, our firm might be required to purchase such services at our own expense. This creates a financial incentive for us to recommend that you maintain your account at Schwab.
- We are under common control with Power Protection Strategies, a licensed insurance agency. Certain of our financial professionals also are licensed insurance agents and, in such capacity, recommend the purchase of insurance-related products for which they receive commissions and/or other compensation. In addition, our affiliated insurance agency will receive one-time or trail commission depending on the specific contract these financial professionals recommend. The receipt of commission compensation benefits the principal owners of our firm and our insurance-licensed individuals, which can encourage them to recommend insurance products.

For additional information, please see [Power Wealth Management ADV 2A Brochure, Items 10 and 12.](#)

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 a variety of metrics, including assets-under-management, client retention and contributions to the firm. Financial professionals who are owners of the firm may also receive their share of corporate distributions. Receipt of compensation based on assets managed or profits could influence financial professionals to recommend our services. Some of our financial professionals also serve as licensed insurance agents and receive commissions for selling insurance products, which can incentivize them to recommend such products.

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

No. Visit 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 relationship summary, please call us at (404) 889-8919 or visit our website at www.powerwealthmanagement.com.

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?