

ITEM 1:



**Part 2A Appendix 1 of Form ADV:  
*Wrap Fee Program Brochure***

**Executive Wealth Management, LLC**

135 W. North Street, Suite 1  
Brighton, MI 48116

Telephone: 810-229-6446  
[www.ewmadvisors.com](http://www.ewmadvisors.com)

**Fortunatus Separately Managed Account Services**

January 18, 2019

This wrap fee program brochure provides information about the qualifications and business practices of Executive Wealth Management, LLC. If you have any questions about the contents of this brochure, please contact us at 810-229-6446 or [kritsema@ewmadvisors.com](mailto:kritsema@ewmadvisors.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority. Executive Wealth Management, LLC is a registered investment adviser. Registration does not imply any particular level of skill or training.

Additional information about Executive Wealth Management, LLC also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by a unique identifying number, known as a CRD number. Our firm's CRD number is 140736.

## **ITEM 2 MATERIAL CHANGES**

Consistent with SEC rules, we seek to ensure that our clients receive a summary of any material changes to this and subsequent Disclosure Brochures within 120 days after the close of our fiscal year. We may also provide you with other disclosures at other times during the year in the event of any material changes to our business.

Please review carefully the following material changes that have been made since our last annual updating amendment filing of this Form ADV, Part 2A, Appendix 1 (“Appendix 1”):

Item 6: has been updated to include the portfolio providers claim to compliance with the Global Investment Performance Standards, or GIPS®. Executive Wealth Management does not claim compliance with GIPS® and more information is provided in Item 6.

Item 9: Divorce consultations have been removed from our statement of “Other Financial Industry Activities and Affiliations.” It is our belief this falls under our Financial Planning Services and is not offered independently.

Please note that the foregoing represents only material changes made since our last annual updating amendment filing of this Appendix 1 in March of 2018.

**ITEM 3      TABLE OF CONTENTS**

**PAGE**

|        |   |    |
|--------|---|----|
| Item 1 | Cover Page  | 1  |
| Item 2 | Material Changes                                  | 2  |
| Item 3 | Table of Contents                                 | 3  |
| Item 4 | Services Fees and Compensation                    | 4  |
| Item 5 | Account Requirements and Types of Clients         | 12 |
| Item 6 | Portfolio Manager Selection and Evaluation        | 12 |
| Item 7 | Client Information Provided to Portfolio Managers | 17 |
| Item 8 | Client Contact with Portfolio Managers            | 17 |
| Item 9 | Additional Information                            | 17 |

## **ITEM 4 SERVICES, FEES AND COMPENSATION**

### **Services**

Executive Wealth Management, LLC (hereinafter "EWM") is an SEC-registered investment adviser with its principal place of business located in Brighton, Michigan. EWM began conducting business in 2006. EWM is owned by EWM Capital, LLC, a Michigan Limited Liability Company and principally managed by a Board of Managers consisting of Albert P. Herzog III, Michael R. Chechel, Jr., Gregory J. Barber, Adam R. Kulesza and Michael J. Lay.

EWM sponsors Fortunatus Separately Managed Account Services (hereinafter the "Program"), a wrap fee program. A wrap fee program is an advisory program under which a specified fee or fees not based directly on transactions with a client's account is charged for advisory services, which includes portfolio management and the execution of client transactions. This Wrap Fee Program Brochure is limited to describing the services, fees, and other necessary information clients should consider prior to becoming a client within the Program. For a complete description of the other services offered by our firm and the fees charged for those services, clients should refer to our Form ADV Part 2: Firm Brochure.

You may obtain a copy of our Firm Brochure, free of charge at any time, by contacting us by phone at 810-229-6446 or via email, [kritsema@ewmadvisors.com](mailto:kritsema@ewmadvisors.com).

### **Program Description**

EWM is the sponsor and investment manager of Fortunatus Separately Managed Account Services, a wrap fee program. EWM manages discretionary investment advisory accounts through the Program using model portfolios (hereinafter "Fortunatus Portfolios") provided to EWM through an agreement between EWM and Fortunatus Investments, LLC (hereinafter "Fortunatus"), an SEC registered investment adviser related to EWM through common ownership and control. Each model portfolio is designed by Fortunatus to meet a particular investment objective and risk tolerance, among other considerations.

Through personal discussions and a comprehensive information gathering process, each client's account-level and household-level investment goals, objectives and risk tolerances are established. From this information, EWM will determine which individual, or combination thereof, Fortunatus Portfolio(s) is best suited to the client's particular circumstances. EWM will, if appropriate and in the best interests of the client, suggest modifications to the model portfolios or an allocation among two or more of the model portfolios to more adequately address the client's individual needs. Clients will have the opportunity to place reasonable restrictions on the types of investments held in the client's Program account. However, EWM reserves the right to decline or terminate the Program within a client's account if it believes the restrictions imposed are not reasonable or otherwise may inhibit the effective management of the clients given Program.

Clients will retain individual ownership of all portfolio securities. In addition, depending on a client's investment needs and in order to better address those needs, EWM may invest a portion of the client's assets in investments that are not part of the selected, standard Program model. Under these circumstances, the client will typically incur transaction charges with respect to those assets that are in addition to the Program fees as set forth below.

Program management services are currently offered on a discretionary basis only, though EWM has entered into nondiscretionary arrangements with certain legacy clients. Account supervision is guided by the stated objectives of the client. Model portfolios are constructed using any or a combination of mutual funds, individual equities, exchange traded funds (ETFs) and exchange traded notes (ETNs), but may also include corporate debt securities, certificates of deposit, municipal bonds, unit investment trusts (UITs), United States government securities or/and interests in partnerships investing in real estate or oil and gas.

EWM will allocate the client's assets among various Program models taking into consideration the overall risk and objectives selected by the client. Weighting among asset classes is determined by the Program model selected. Mutual funds, individual equities, ETFs and ETNs will be selected on the basis of any or all of the following criteria as they relate to the security or its underlying index: performance history; industry sector; the investment manager, management style and philosophy; track record; investment objectives; composition and focus, and; fee structure and expenses. Past performance is no guarantee of future returns.

To ensure that EWM's initial determination of an appropriate model portfolio continues to be in the client's best interest and that the client's account continues to be managed in a manner fitting to the client's financial circumstances, EWM seeks to maintain current client suitability information on file at all times. As such, EWM respectfully requests prompt notification of any material change in the client's financial circumstances.

Many, but not all, transactions in Program accounts are effected without separate commission charge to the client, and a portion of the wrap fee is generally considered as being in lieu of commissions. From time to time there are additional costs, however, for fees and expenses charged by mutual funds and exchange traded funds (ETFs) or exchange traded notes (ETNs) to their shareholders, exchange fees, transfer taxes, Step Out trades (as defined later in ADV, Part 2A, Appendix 1) or certain administrative fees for wire transfers or certificate issues. Additional transaction charges may also be incurred for transactions in certain fixed income securities, unit investment trusts ("UITs"), and certain legacy or non-conforming assets (i.e., trades in securities that are not part of the standard Program model selected). In evaluating the Program, clients should consider therefore that, depending upon the level of the wrap fee charged, the amount of portfolio activity in the client's account, the value of custodial and other services which are provided under the arrangement, and other factors, the wrap fee may or may not exceed the aggregate cost of such services if they were to be provided separately and if EWM were to negotiate commissions and seek best price and execution of transactions for the client's account.

EWM has entered into an agreement with Fortunatus Investments, LLC (hereinafter "Fortunatus"), an SEC registered investment adviser related to EWM through common ownership and control, to provide model portfolios which are utilized by EWM in the management of Program accounts. In addition, as party to this agreement, Fortunatus has access to EWM client account information that is utilized for the Fortunatus GIPS performance reporting. Fortunatus Investments, LLC works in agreement with EWM and our third party trade entry service, Atria, to facilitate model inception for EWM accounts.

A minimum account size of \$2,000 at inception is required to participate in the Program. This minimum account size is negotiable at EWM's sole discretion.

**Investment Discretion.** EWM offers Program services on a discretionary basis only. Clients grant us investment discretion over their Program account(s) through the Investment Management Agreement, titled 'Investment Advisory Agreement', entered into with Executive Wealth Management. Should the client wish to impose reasonable limitations on this discretionary authority, such limitations shall be included in this written authority statement. Clients may change/amend these limitations as desired in writing. Advisory clients that have elected limitations to the discretionary authority of EWM are advised that trades in their accounts could, in some instances, be executed subsequent to trades placed in discretionary accounts for the same security due to the time involved in obtaining the requisite client approval. In some cases, trades for these clients may, out of necessity, be placed on a different day than clients not limiting discretionary authority. Consequently, these clients may be excluded from blocked trades and there may be a difference in the price paid per share of a given security.

**Program Administration.** EWM has engaged Atria Investments, LLC ("Atria"), an unaffiliated third party investment adviser, to provide certain back office, administrative and technical support services for Program accounts, including trading and rebalancing client portfolios as instructed by EWM, portfolio reporting and fee calculation, among other things. EWM has conducted due diligence regarding Atria Investments, LLC (Atria), a wholly-owned subsidiary of Adhesion Wealth Advisor Solutions.

**Directed Brokerage.** EWM does not have the discretionary authority to determine the broker dealer/custodian to be used for Program client accounts. EWM has negotiated an arrangement with TD Ameritrade, Inc. an unaffiliated, FINRA-member broker dealer, to provide custodial and brokerage services to Program accounts. EWM has evaluated TD Ameritrade and believes that it will provide EWM clients with a blend of execution services, costs and professionalism that will assist EWM in meeting its fiduciary obligations to clients.

The designation of a broker other than TD Ameritrade would generally be incompatible with the Program platform. As such, Program clients are requested to direct EWM, in writing, to custody the client's Program assets with, and to place trades in the client's Program account through TD Ameritrade. EWM reserves the right to decline acceptance of any client account for which the client directs the use of a broker dealer/custodian other than TD Ameritrade. Notwithstanding a directed brokerage arrangement, clients should note that EWM retains the authority, as delegated to its service provider, Atria, to place Program trades at a broker dealer other than TD Ameritrade in an effort to receive best price and execution for trades that occur across Program models. These "Step Out trades" result in additional cost to the client, as set forth below in subheading "What services are not covered by the Program fees?".

As indicated in the 'Program Administration' subheading above, Atria provides certain back office and administrative support services for EWM client accounts. Although Atria will not separately manage its own advisory client accounts or those of any other adviser using EWM's model portfolios, Atria may, from time to time, trade the same or similar securities in its client portfolios that are traded for EWM clients and that, when this occurs, EWM clients may receive a better or worse price or execution than Atria's clients depending on the order of trade execution, the type of security traded, and the broker dealer implementing the trades. Due to privacy, EWM will not know when this occurs.

Clients should note that EWM participates in the institutional customer program ("the TD Program") offered to independent investment advisers by TD Ameritrade. TD Ameritrade Institutional is a division of TD Ameritrade, Inc., member FINRA/SIPC ("TD Ameritrade"), an unaffiliated SEC- registered broker dealer and FINRA member. TD Ameritrade offers, to independent investment advisers, services which

include custody of securities, trade execution, clearance and settlement of transactions. EWM receives certain benefits from TD Ameritrade through its participation in the TD Program (Refer to the “Benefits Received” Section of Item 9 below for additional information).

Certain assets not included within the Program may be held in Program accounts. These assets are treated as ‘Advisor Managed Portfolios’ as referenced in Item 12 of the EWM Form ADV Part 2A. Refer to our Form ADV, Part 2A, Item 12, ‘Brokerage Practices’ for further information regarding how these assets are handled.

In evaluating our arrangement with TD Ameritrade, the client should recognize that brokerage commissions (as applicable) for the execution of transactions in the client’s Program account are not negotiated by EWM on a trade-by-trade basis, and best execution may not be achieved. With respect to TD Ameritrade, clients should note that many, but not all, transactions in the client’s Program account are effected without separate commission charge to the client, and a portion of the wrap fee is generally considered as being in lieu of commissions.

Clients should note that accounts excluded from blocked trades, such as Margin accounts or other restrictions, may receive more or less favorable terms for the transaction and a disparity may exist between the price paid or received by the client and/or the commission charged to the client and the price paid or received and/or commissions charged to other clients participating in an aggregated trade.

Not all advisers require that clients direct it to use a particular broker dealer, though the sponsors of wrap fee programs often do.

**Program Fees and Costs**

EWM charges clients an annual “wrap-fee” for participation in the Program plus additional fees and expenses, as set forth below. Client accounts will be directly debited, as authorized, in advance at the beginning of each calendar quarter based upon the value (market value or fair market value in the absence of market value), of the client’s account at the end of the previous quarter. This calculated value includes all Program and non-program assets held within Program accounts.

The annual wrap fee consists of two parts and will be charged according to the following fee schedule:

| <b><u>Assets Under Management</u></b> | <b><u>Annual Fee (%)</u></b> |
|---------------------------------------|------------------------------|
| First \$249,999                       | 1.50%                        |
| \$250,000 - \$499,999                 | 1.25%                        |
| \$500,000 - \$999,999                 | 1.00%                        |
| \$1,000,000 - \$1,999,999             | 0.75%                        |
| Over \$2,000,000                      | 0.75%                        |

*(Continued on next page)*

**Administrative Fee Schedule\***

|             |   |             |        |
|-------------|---|-------------|--------|
| \$1         | - | \$1,999,999 | 0.50%  |
| \$2,000,000 | - | \$2,999,999 | 0.45%  |
| \$3,000,000 | - | \$4,999,999 | 0.40%  |
| \$5,000,000 | - | \$7,499,999 | 0.35%  |
| \$7,500,000 | - | Above       | 0.030% |

\*Subject to an annual \$35 minimum fee, billed quarterly

EWM does group certain related client accounts for the purposes of determining the annualized fee; refer to EWM Form ADV Part 2A Item 5 for further information on how these accounts are grouped. There is a \$2,000 minimum account size required to participate in the Program, though minimum account size is fully negotiable at the discretion of EWM.

Administrative fees are also charged quarterly, in advance and are subject to a \$35 minimum annual fee. Clients with accounts valued at less than \$7,000 will incur a higher overall percentage fee than is set forth in the firm's lowest tier of the fee schedule set forth above due to the firm's \$35 minimum required administrative fee. Consequently, such smaller accounts may be too costly or impractical to maintain with the firm.

As sponsor to the Program, EWM generally retains the portion of the fee paid by the client that is not attributable to referral fees, as applicable, commissions and other transaction costs that may be incurred by the firm in managing Program accounts, (if any and that are not separately charged to the client), and costs associated with administration of the Program. These administrative costs represented approximately 50 bps of the total account value that go to Portfolio Managers and our 3<sup>rd</sup> party trading and portfolio management platform.

**What services are covered by the Program fees?** Program fees pay for our firm's advisory services to clients under the Program, quarterly reporting, brokerage services for Program accounts to the extent that trades are placed as necessary to conform the account to one or more of the standard Program models through TD Ameritrade, Inc. (hereinafter "Standard Program Model Assets") and custody charges for clients' Standard Program Model Assets custodied at TD Ameritrade, Inc.

**What services are not covered by the Program fees?** The Program fees do not cover brokerage costs to the extent that trades are conducted through brokers or dealers other than TD Ameritrade, Inc. (hereinafter "Step Out Trades") or custody charges if client assets are custodied anywhere other than TD Ameritrade, Inc. In addition, custody charges are not covered by the Program fees with respect to account holdings that are not recommended through one or more of the Program models (non-Standard Program Model Assets), even if those assets are custodied with TD Ameritrade, Inc.

Program fees also do not cover commissions or other transaction costs incurred for trades placed in the client's Program account that are not recommended by one or more of the Program models (hereinafter "non-Standard Program Model Trades"), even if placed through TD Ameritrade, Inc. Such additional charges may be incurred upon the sale of legacy holdings and trades ordered by EWM to better conform the client's Program account to the client's financial circumstances, among other things. Program fees do not include expenses of mutual funds and exchange traded funds or similar pooled investment

vehicles such as fund management fees charged to each fund's investors, exchange fees, transfer taxes, odd-lot differentials, or certain administrative fees for wire transfers or certificate issues.

As mentioned in the "Program Administration" sub-section above, EWM utilizes the services of Atria to execute certain Program back office functions including trade execution. In the execution of trades for the Program, Atria can and does choose to place certain trades outside of TD Ameritrade, primarily, though not exclusively to Wallach Beth, a FINRA member broker dealer unaffiliated with either EWM or Atria, in what is commonly referred to as a Step-Out Trade. This may be done, for example, in an effort to achieve the best price and execution for large trades with the least adverse effect on the market for that position. When completing Step-Out Trades, a nominal fee per share is imposed by the executing broker as compensation for their services. This fee is most commonly \$0.0125 per share but can range from \$.01-\$.05 per share and is not included in the Program fees. Step-Out Trades with mark up/down were not a part of the 2018 program, but EWM continues to monitor our third-party providers for mark up/down transactions. of share volume placed in Program accounts in 2018 thereby resulting in significant costs in addition to Program Fees.

Clients may incur charges for other account services provided outside of the Program that are not directly related to the execution and clearing of transactions, including, but not limited to, IRA custodial fees, safekeeping fees, wire transfer fees, interest charges on margin loans, exchange fees, and fees for transfers of securities.

**Additional Information about Program fees.** In considering the investment program described in this Brochure, clients are cautioned that depending on the level of fees charged by the executing broker-dealer, and the amount of portfolio activity in the clients' account, the value of the services provided under this Program may exceed the total cost of such services had they been provided separately. In addition, the Program Fee may be higher or lower than that charged by other sponsors of comparable wrap fee programs. The factors that should be considered by a prospective client include the size of a client's portfolio, the nature of the investments to be managed, commission costs, custodial expenses, if any, the anticipated level of trading activity and the amount of advisory fees only for managing the client portfolio.

### **General Information**

**Negotiability of Fees:** In certain circumstances, all fees may be negotiable. In addition, certain family members and personal acquaintances of EWM's affiliated persons may receive Program and advisory services at a discounted rate which is not available to advisory clients generally. Certain legacy clients have fee structures, different than our current fee structure, which is no longer available to new clients.

**Termination:** A client agreement may be canceled at any time, by either party, for any reason upon receipt of 30 days written notice. Upon written termination of any account, any prepaid, unearned fees will be promptly refunded.

**Other Fees and Expenses:** All fees paid to EWM for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds, ETFs and ETNs to their shareholders. In the case of mutual funds, these fees and expenses are described in each fund's prospectus. These fees will generally include a management fee, other fund expenses, and a possible distribution fee. If the fund also imposes sales charges, a client may pay an initial or deferred sales charge. A client could invest in a fund directly, without the services of EWM. In that case, the client would not receive the services provided by EWM which are designed, among other things, to assist the client in

determining which fund or funds are most appropriate to each client's financial condition and objectives. Accordingly, the client should review both the fees charged by the funds and the fees charged by EWM to fully understand the total amount of fees to be paid by the client and to thereby evaluate the advisory services being provided.

**Exchange-Traded Funds.** Shares of ETFs and ETNs held in client accounts are bought and sold on an exchange and not, like mutual funds, directly from the fund itself. The price of ETF/ETN shares fluctuates in accordance with changes in the net asset value (NAV) per share, as well as in response to market supply and demand. Accordingly, ETF/ETN shares may trade at a price which differs from NAV per share of the ETF/ETN.

**Additional Considerations:** Advisory fees may vary among EWM's clients based upon a number of factors, including the size of the client's account, the types of investments, the nature of related services provided and the length of the advisory relationship with a client among other things.

The amount of compensation received by EWM, as a result of the client's participation in the Program may or may not be more than what EWM would receive if the client paid separately for investment advice, brokerage and other services. Therefore, EWM may have a financial incentive to recommend the Program over other advisory programs or services. Inasmuch as EWM will pay the execution costs of securities transactions executed in Program client accounts, it may also have a disincentive to enter trades on behalf of Program participants.

**Trade Aggregation and Rotation:** For trades placed in Program accounts, it is EWM's policy to block trades where possible and when advantageous to clients. This blocking of trades permits the trading of aggregate blocks of securities composed of assets from multiple clients so long as transaction costs are shared equally and on a pro-rated basis among all accounts included in any such block. Block trading allows EWM to execute equity trades in a timely and equitable manner and may reduce overall commission charges.

Generally, only trades in accounts participating in the same Fortunatus model portfolio strategy are aggregated. Certain technical, procedural and practical constraints may further limit EWM's ability to aggregate trades among clients. For example, trades placed in Adviser Managed Portfolios will typically not be aggregated with trades placed in the same security on the same day for other EWM clients. In addition, EWM will not be able to block trades for client accounts who direct the use of broker other than TD Ameritrade. When a new client account is invested in a strategy, the trades required to implement that strategy are not typically aggregated with other client account trades placed on the same day. In addition, from time to time, a model portfolio strategy is implemented across a number of related client accounts, such as by combining several related household accounts for a single client. When a particular security is bought or sold for several of these related accounts, EWM may not aggregate these household accounts in a single trade.

Clients should note that accounts that are excluded from blocked trades may receive more or less favorable terms for the transaction and a disparity may exist between the price paid or received by the client and the price paid or received by other clients participating in the aggregated trade. Partial fills of blocked trades will generally be allocated on a pro rata basis. However, adjustments to this pro rata allocation may be made to avoid having odd amounts of shares held in any client account or to avoid deviations from pre-determined minimum/maximum holdings limits established for any account among other acceptable allocation considerations.

**Trade Error Policy:** While EWM endeavors at all times to enter trades correctly, errors will sometimes occur. It is EWM's policy and practice to seek to identify and correct trade errors promptly without disadvantaging the client in any way. Should EWM discover a trade error attributable to the action or inaction of EWM or its staff, it is the firm's policy to correct the error so as to place the client in as good a position as he/she would have been in had the error not occurred. If a trade error results in a profit, the gains will be donated to a 501(c)(3) charity of EWM's choosing.

**Limited Prepayment of Fees:** Under no circumstances do we require or solicit payment of fees in excess of \$1,200 more than six months in advance of services rendered.

### **Program Marketing and Compensation**

EWM from time to time, enters into marketing arrangements with independent investment advisers and/or broker-dealer firms pursuant to which representatives of those firms (each a "Solicitor") offer our Program services to the public. Through these arrangements, we pay a cash referral fee to the Solicitor and/or to their firm based upon a percentage of our advisory fee. The payment of referrals fees will not increase the amount of the fees paid by Program participants. However, clients should be aware that the receipt of this compensation may create an incentive for the individual to recommend participation in this Program over others for which no such compensation may be received. In addition, the amount of compensation earned for these referrals may be greater than the compensation that would otherwise be received if the advisory and brokerage elements of the Program were provided separately.

Accordingly, there may be a greater incentive for these individuals to recommend participation in this program than other types of investment programs. As required by applicable law, the details of the solicitation arrangement, including the compensation payable to the solicitor, will be described to the client in a separate document provided to the client at the time of the referral.

In addition, EWM has entered into an agreement with Fortunatus Investments, LLC and certain of its representatives to partially reimburse those representatives for expenses incurred in marketing the Fortunatus Separately Managed Account Services Wrap Fee Program ("the Program") for their practices. Covered expenses include a percentage of the costs incurred for sales materials/collateral, seminars, travel for business development purposes, and any other pre-approved expenses that are deemed reasonable by EWM senior management in connection with the marketing of the Program. Funds for the program come from Fortunatus, a registered investment advisor affiliated with EWM by common ownership and control. Reimbursement is based on a percentage of the representative's total client assets invested through the Program. In theory, this reimbursement arrangement could create a conflict of interest or the appearance of a conflict of interest by incentivizing the representative to spend resources to promote the Program over the firm's Advisor Managed Accounts service. EWM seeks to address this conflict of interest in the following ways:

- We have adopted Code of Ethics provisions reminding all supervised persons of their fiduciary obligations of loyalty, fairness and to always place client interests first (refer to the *Code of Ethics* subsection of Item 9 of this Brochure), and;
- We clearly disclose the existence of this arrangement to existing and prospective clients in our Disclosure Brochures so that they can assess the conflict or appearance of a conflict of interest and make a fully informed investment decision.

- As Executive Wealth Management and Fortunatus Investments, LLC are under common ownership and control, we have developed The Program fee structure to mimic non-program fee's to avoid any conflict.

## **ITEM 5 ACCOUNT REQUIREMENTS AND TYPES OF CLIENTS**

### **Minimum Account Requirements**

There is a minimum account requirement of \$2,000 for participation in this wrap fee program. This minimum account size may be negotiable at our sole discretion.

Program clients must direct EWM as to the broker dealer/custodian to be used in managing their account. As a condition for program participation, clients are required to direct us to custody their assets with and to place trades through TD Ameritrade, Inc. TD Ameritrade, Inc. is an unaffiliated FINRA-member broker dealer and the clearing firm and custodian that we use for brokerage accounts. We reserve the right to decline acceptance of any client account for which the client directs the use of a broker dealer/custodian other than TD Ameritrade, Inc. Please refer to the "Benefits Received" section of Item 9 for additional information.

### **Types of Clients**

EWM provides advisory services through the Fortunatus Separately Managed Account Services Program, where appropriate, to individuals, including high net worth individuals, pension and profit-sharing plans (other than plan participants), trusts, estates, charitable organizations, corporations and other businesses.

## **ITEM 6 PORTFOLIO MANAGER SELECTION AND EVALUATION**

### **Portfolio Manager Selection**

As previously disclosed, all Program participating clients' assets are managed either directly or indirectly by advisory personnel of our firm using proprietary model portfolios (hereinafter "Fortunatus Portfolios") provided to EWM through an agreement between EWM and Fortunatus Investments, LLC, an SEC registered investment adviser related to EWM through common ownership and control. The principals of EWM also serve on the Investment Policy Committee of Fortunatus. The individuals on the Investment Policy Committee must possess, minimally, a college degree and/or appropriate business experience and all required licenses. Fortunatus' performance is monitored monthly and annually.

### **Portfolio Performance Reporting**

EWM has adopted policies and procedures designed to ensure that account reporting of client portfolios and investments reflect current, fair and accurate market valuations. EWM does not generate performance. In general, we rely on the qualified custodian holding client assets for timely valuation information of advisory client securities (typically TD Ameritrade). Although we consistently apply our

methodology, we do not engage a third party to conduct reviews of performance information nor do we seek to comply with any particular industry standard when calculating portfolio performance.

The portfolio provider to The Program, Fortunatus Investments, claim compliance with the Global Investment Performance Standards, or GIPS® and subjects to annual verification by Alpha Performance Verification Services. Verification does not ensure the accuracy of any specific composite presentation. Moreover, although we inquire into the reasonableness of the Program managers' policies and procedures for performance calculations, neither our firm nor any third-party independently calculates the performance information and therefore, it is possible that performance information may not be calculated on a uniform and consistent basis.

### **Affiliated Portfolio Managers**

As previously disclosed, all client assets in the Program are either directly or indirectly managed by our portfolio managers. Please refer to Item 4 for a detailed description of Fortunatus Separately Managed Account Services Program's services and fees.

### **Performance-Based Fees**

EWM does not charge performance-based fees to any client.

### **Methods of Analysis**

We use the following methods of analysis in formulating our investment advice and/or managing client assets:

***Fundamental Analysis.*** We attempt to measure the intrinsic value of a security by looking at economic and financial factors (including the overall economy, industry conditions, and the financial condition and management of the company itself) to determine if the company is underpriced (indicating it may be a good time to buy) or overpriced (indicating it may be time to sell).

Fundamental analysis does not attempt to anticipate market movements. This presents a potential risk, as the price of a security can move up or down along with the overall market regardless of the economic and financial factors considered in evaluating the stock.

***Technical Analysis.*** We analyze past market movements and apply that analysis to the present in an attempt to recognize recurring patterns of investor behavior and potentially predict future price movement. Past performance is no guarantee of future returns. Technical analysis employed by EWM includes trend following and relative strength analysis.

*Trend Following:* Trend following is a method of analysis that objectively determines whether our client portfolios should have exposure to a rising asset class or preserve capital during unfavorable market environments.

*Relative Strength:* This method of analysis seeks to objectively identify market strength in order to ensure that clients invest in the best performing segments while underweighting or avoiding the weaker segments.

Technical analysis does not consider the underlying financial condition of a company. This presents a risk that a poorly-managed or financially unsound company may underperform regardless of strong technical indicators.

**Mutual Fund and/or ETF Analysis.** We look at the experience and track record of the manager of the mutual fund or ETF in an attempt to determine if that manager has demonstrated an ability to invest over a period of time and in different economic conditions. We also look at the underlying assets in a mutual fund or ETF in an attempt to determine if there is significant overlap in the underlying investments held in other fund in the client's portfolio. We also monitor the funds or ETFs in an attempt to determine if they are continuing to follow their stated investment strategy.

A risk of mutual fund and/or ETF analysis is that, as in all securities investments, past performance does not guarantee future results. A manager who has been successful may not be able to replicate that success in the future. In addition, as we do not control the underlying investments in a fund or ETF, managers of different funds held by the client may purchase the same security, increasing the risk to the client if that security were to fall in value. There is also a risk that a manager may deviate from the stated investment mandate or strategy of the fund or ETF, which could make the fund or ETF less suitable for the client's portfolio.

**Legacy Holdings.** Investment advice may be offered on any investments held by a client at the start of the advisory relationship. In general, depending on tax considerations and client sentiment, these investments will be sold over time and the assets invested in the appropriate EWM strategy. As with any investment decision, there is the risk that EWM's timing with respect to the sale and reinvestment of these assets will be less than ideal or even result in a short term or long-term loss to the client. Legacy holdings within Program accounts are treated as an Advisor Managed portion of the portfolio.

**Other Investment Vehicles.** As appropriate, investment advice may also be provided on investments in commodity pool fund of funds, limited partnerships and private placement partnerships (each a "Private Fund"). For private investments such as these, traditional fundamental, technical or other securities analysis is not possible when formulating recommendations. Instead, we rely on our due diligence process of the Private Funds and their investment managers in determining which funds to invest in on behalf of our clients.

The Fortunatus Separately Managed Account Program is sponsored by EWM in agreement with our affiliated company, Fortunatus. As such, EWM does not conduct due diligence on other available subadvisors and primarily refers clients to the Program when it is in line with our fiduciary responsibility. The Fortunatus Investment Policy Committee is primarily comprised of the EWM Board of Managers and thus initial due diligence was not performed due to our familiarity and affiliated nature. In order to mitigate any potential conflict, EWM monitors the Program on an on-going basis to determine and evaluate the portfolio management team's model risk tolerance and performance. It is our policy and practice to seek to avoid investment in any Private Fund where we determine that the manager of such fund has failed to adopt certain minimal operational and compliance controls and safeguards.

The principal driver of portfolio selection is the relative skill set of the underlying fund managers in research, trading, risk management, with integrity of the individual(s) managing the Private Funds the paramount consideration. A primary source of information used to identify potential Private Funds for investment include personal references, qualitative reviews of fund's portfolio managers as described above, and review of the Fund Offering Memorandum, Limited Partnership Agreement, Subscription

Agreement, performance records and other documents.

**Risks for all forms of analysis.** Our securities analysis methods rely on the assumption that the companies whose securities we purchase and sell, the rating agencies that review these securities, and other publicly-available sources of information about these securities, are providing accurate and unbiased data. While we are alert to indications that data may be incorrect, there is always a risk that our analysis may be compromised by inaccurate or misleading information.

### **Investment Strategies**

We use the following strategy(ies) in managing client accounts, provided that such strategy(ies) are appropriate to the needs of the client and consistent with the client's investment objectives, risk tolerance, and time horizons, among other considerations:

**Asset Allocation.** The primary investment strategy used by EWM is based on diversification of the client's assets among a variety of investment vehicles and asset classes, popularly termed "Asset Allocation." The focus of EWM's recommendations then is primarily to achieve a diversified portfolio of investment assets with risk and return characteristics similar to those desired by EWM's clients. This strategy may include evaluation of the current percentage allocation of assets among or within various broad categories with recommendations to reposition assets to work toward the client's desired results.

EWM's Board of Managers for EWM Capital, LLC, EWM's parent company, meets regularly to evaluate new and reevaluate existing investment opportunities, and the current model portfolios provided by Fortunatus Investments, LLC. During these meetings EWM will deliberate issues regarding the proper allocation of client assets based on the current economic conditions.

**Fortunatus Investments, LLC and Protactical™ Investing:** As disclosed at Item 4 of this Brochure, we have engaged Fortunatus Investments, LLC, a registered investment adviser affiliated with EWM through common ownership and control and with whom EWM shares its principal place of business with, to provide model investment portfolios for EWM clients enrolled in the Program. Due to our affiliation and shared principal office, we are familiar with the background, experience and philosophy of Fortunatus' Investment Policy Committee members; the process by which the firm makes investment decisions; the firm's risk management controls, evaluation processes, and the adequacy and effectiveness of the its operational and compliance controls and infrastructure. Fortunatus uses an approach to investment analysis and strategy that it refers to as ProTactical™, which is summarized below.

Beginning with its diversified model asset allocation portfolios, designed to meet predefined investment objectives, Fortunatus uses a proactive approach in an effort to exploit situations in which the risk for executing the strategy is likely to be rewarded. Fortunatus seeks to measure the performance momentum of a particular asset class against the overall market in an attempt to anticipate the relative strength of a particular asset class. After appropriate risk/reward opportunities are identified, fundamental research is used to determine the investments that are best positioned to capitalize on this relative strength should the trajectory of performance continue as expected.

A risk of Protactical™ investing is that the Investment Committee's assumptions regarding relative strength and the continued momentum of a particular asset class may prove to be incorrect.

**Long-term purchases.** Securities are purchased with the intent of holding them in the client's account

for a year or longer. Though long-term holding is intended, Program triggers may indicate the sale of these positions prior to the year timeline. Typically, we employ this strategy when:

- we believe the securities to be currently undervalued; and/or
- we want exposure to a particular asset class over time, regardless of the current projection for this class.

A risk in a long-term purchase strategy is that by holding the security for this length of time, we may not take advantages of short-term gains that could be profitable to a client. Moreover, if our predictions are incorrect, a security may decline sharply in value before we make the decision to sell.

**Short-term purchases.** When utilizing this strategy, securities are purchased with the intent of selling them within a relatively short time (typically a year or less). Though the intent is to hold these positions for less than a year, Program strategy triggers may indicate the sale of these positions after a year holding. This is done in an attempt to take advantage of conditions that we believe will soon result in a price swing in the securities we purchase.

A short-term purchase strategy poses risks should the anticipated price swing not materialize; we are then left with the option of having a long-term investment in a security that was designed to be a short-term purchase, or potentially taking a loss. In addition, this strategy involves more frequent trading than does a longer-term strategy and will result in increased brokerage and other transaction-related costs, as well as less favorable tax treatment of short-term capital gains.

**Margin transactions.** Program assets do not participate in active margin trading, through it is common that accounts have de minimus margin balances during trade settlement periods. Accounts with Margin are not eligible for participation in the block trading aspect of The Program. Due to this limitation, Margin accounts may receive pricing that differs from other accounts participating in The Program which could adversely affect the overall performance of the accounts. For more information regarding margin in accounts, see EWM Form ADV Part 2A section 8.

A risk in margin trading is that, in volatile markets, securities prices can fall very quickly. If the value of the securities in your account minus what you owe the broker falls below a certain level, the broker will issue a “margin call”, and you will be required to sell your position in the security purchased on margin or add more cash to the account. In some circumstances, you may lose more money than you originally invested.

**Risk of Loss.** Regardless of methods or analysis, securities investments are not guaranteed, and you can lose money on your investments. We ask that you work with us to help us understand your tolerance for risk. Any changes to your current situation or risk tolerance should be promptly reported to EWM.

### **Voting Client Securities**

As a matter of firm policy, we do not vote proxies on behalf of clients. Therefore, although our firm may provide investment advisory services relative to client investment assets, clients maintain exclusive responsibility for: (1) directing the manner in which proxies solicited by issuers of securities beneficially owned by the client shall be voted, and (2) making all elections relative to any mergers, acquisitions, tender offers, bankruptcy proceedings or other type events pertaining to the client’s investment assets.

Clients are responsible for instructing each custodian of the assets, to forward to the client copies of all proxies and shareholder communications relating to the client's investment assets. We may provide clients with consulting assistance regarding proxy issues if they contact us with questions at our principal place of business.

#### **ITEM 7 CLIENT INFORMATION PROVIDED TO PORTFOLIO MANAGERS**

Typically, individuals affiliated with our firm are responsible for developing an initial financial profile of the prospective client and ensuring that profile remains relevant to the client's individual situation. Prior to investing in a Program account, EWM assists in determining a participant's profile for the Program by obtaining from the participant appropriate information (i.e., investment objectives, risk tolerance, time horizon, and any reasonable restrictions the client wishes to impose upon the management of the account).

While we provide the client with periodic reminders, it remains the client's responsibility to advise EWM of any changes to the information previously provided that might impact the ongoing suitability of any prior determined investment strategy(ies) and/or objectives. Any communicated changes will be reviewed by the EWM investment advisor representative against the clients' current portfolio holdings to confirm they are appropriately invested.

EWM's investment adviser representative or the client's relationship manager will seek to directly contact each wrap fee program client at least annually to verify that there has been no change in the client's financial circumstances and/or investment objectives and determine whether the client wishes to impose any reasonable restrictions on the management of the account(s). Any such changes or requests are communicated in writing to the client's investment advisor representative, who is responsible for implementing appropriate adjustments to the client's portfolio.

#### **ITEM 8 CLIENT CONTACT WITH PORTFOLIO MANAGERS**

The client's Investment Advisor Representative is available to discuss the management and performance of the client's account and changes in the client's situation, which may have an impact on the management of the client's account. As indicated previously, the Fortunatus Investment Policy Committee is comprised primarily of the Board of Managers of EWM. Those individuals are available to discuss the portfolios during regular business hours.

#### **ITEM 9 ADDITIONAL INFORMATION**

##### **Disciplinary Information**

We are required to disclose any legal or disciplinary events that are material to a client's or prospective client's evaluation of our advisory business or the integrity of our management. Neither our firm nor our

management personnel have reportable disciplinary events to disclose.

### **Other Financial Industry Activities and Affiliations**

EWM's 401(K) GPS provides investment advice with respect to a client's 401(k), simple IRA, 403b, or 457 defined contribution retirement plans. The services of 401(K) GPS may be recommended to advisory clients of EWM as appropriate and this recommendation is outside of the Program. No EWM client that is referred to 401(K) GPS is under any obligation to engage 401(K) GPS for its services.

EWM is related through common ownership and control to Fortunatus Investments, LLC, an SEC registered investment adviser ("Fortunatus"). As disclosed above, EWM has entered into an agreement with Fortunatus to compensate that firm for providing model portfolios which are utilized by EWM in the management of Fortunatus Separately Managed Account Services accounts. EWM principal officers are also owners of Fortunatus and members of the Fortunatus Investment Policy Committee. Clients of EWM are not under any obligation to participate in The Program.

While EWM is a registered investment adviser, the principal executive officers and other associated persons of EWM are also separately licensed as registered representatives of Private Client Services, LLC, Member FINRA/SIPC (PCS). PCS is not affiliated with EWM through common ownership or control, however, under applicable regulations, they are required to supervise certain activities of their registered persons who are associated with EWM.

Many associated persons of EWM are also insurance agents or brokers for one or more insurance companies that are not affiliated with EWM. Certain principal executive officers of EWM are also officers of Executive Financial Planning, Inc. a licensed insurance agency related to EWM through common ownership and control. The independent insurance activities of associated persons of EWM will typically be provided through this related entity.

These officers and employees of EWM, in their separate capacities as registered representatives and/or insurance agents or brokers, can effect securities transactions and/or purchase insurance and insurance-related investment products for clients, including interests in limited partnerships, real estate investment trusts (REITs), and other securities, for which they will receive separate, yet customary compensation. Although these products may be included on a client's accounts summary for consolidated reporting purposes, no advisory or administrative fees are charged by EWM for these products. Neither EWM nor any related person of EWM serves as General Partner to or has any ownership stake in any limited partnership recommended to clients. Clients are not under any obligation to engage PCS or these individuals when considering implementation of recommendations. No affiliated person of EWM receives commission or other transaction-based compensation in connection with trades placed in any account managed by EWM on a discretionary basis.

While the officers, directors and employees of EWM endeavor always to put the interests of the clients first as part of EWM's fiduciary duty, clients should be aware that the receipt of additional compensation for outside, related activities itself creates an inherent conflict of interest, which may unknowingly affect the judgment of these individuals when making recommendations. EWM endeavors at all times to put the interest of its clients first as part of our fiduciary duty as a registered investment adviser; we take the following steps to address this conflict:

- we disclose to clients the existence of all material conflicts of interest, including the potential for our firm and our employees to earn compensation from advisory clients in addition to our firm's

advisory fees;

- we disclose to clients that they are not obligated to purchase recommended investment products from our employees, associated persons or affiliated companies;
- we collect, maintain and document accurate, complete and relevant client background information, including the client's financial goals, objectives and risk tolerance;
- our firm's management conducts regular reviews of client accounts to verify that recommendations made to a client are suitable to the client's needs and circumstances and inline with our fiduciary duty;
- we require that our employees seek prior approval of any outside employment activity so that we may ensure that any conflicts of interests in such activities are properly addressed;
- we periodically monitor these outside employment activities to verify that any conflicts of interest continue to be properly addressed by our firm;
- we educate our employees regarding the responsibilities of a fiduciary, including the need for having a reasonable and independent basis for the investment advice provided to clients; and
- Clients who are involved in The Program are under the same EWM Fee schedule as those who are not in The Program to mitigate any conflicts of interest increased pay to the advisor for Program assets would create.

### **Code of Ethics, Participation or Interest in Client Transactions and Personal Trading**

Our firm has adopted a Code of Ethics, which sets forth high ethical standards of business conduct that we require of our Officers, Directors and otherwise associated persons, including compliance with applicable federal securities laws. EWM and our personnel owe a duty of loyalty, fairness and good faith towards our clients, and have an obligation to adhere not only to the specific provisions of the Code of Ethics but to the general principles that guide the Code. Our Code of Ethics includes policies and procedures for the review of quarterly securities transactions reports as well as initial and annual securities holdings reports that must be submitted by the firm's access persons. Among other things, our Code of Ethics also requires the prior approval of any acquisition of securities in a limited offering (e.g., private placement) or an initial public offering. Our code also provides for oversight, confidentiality of client information, gifts, enforcement and recordkeeping provisions.

EWM's Code of Ethics further includes the firm's policy prohibiting the use of material non-public information. While we do not believe that we have any particular access to non-public information, all employees are reminded that such information may not be used in a personal or professional capacity.

A copy of our Code of Ethics is available to our advisory clients and prospective clients. You may request a copy by email sent to [kritsema@ewmadvisors.com](mailto:kritsema@ewmadvisors.com), or by calling us at 810-229-6446.

Our Code of Ethics is designed to assure that the personal securities transactions, activities and interests of our employees will not interfere with (i) making decisions in the best interest of advisory clients and (ii)

implementing such decisions while, at the same time, allowing employees to invest for their own accounts. Our firm and/or individuals associated with our firm may buy or sell for their personal accounts securities identical to or different from those recommended to our clients. In addition, any related person(s) may have an interest or position in a certain security(ies) which may also be recommended to a client.

It is the expressed policy of our firm that no person employed by us may purchase or sell any security immediately prior to a transaction(s) being implemented for an advisory account, thereby preventing such employee(s) from benefiting from transactions placed on behalf of advisory accounts. Employees and the indirect owners of EWM also maintain personal accounts invested within The Program Fortunatus model portfolios. Trades within the models are executed in a block fashion and employee accounts will be treated identically to client accounts during those trading occurrences. In the case of partial execution, client accounts will be given priority for allocation over employee or employee related accounts.

These situations present actual or potential conflicts of interest to our clients. In addition to items summarized above in Item 11, we have established the following policies and procedures for implementing our firm's Code of Ethics, to ensure our firm complies with its regulatory obligations and provides our clients and potential clients with full and fair disclosure of such conflicts of interest:

- No principal or otherwise associated person of our firm may put his or her own interest above the interest of an advisory client;
- We require initial and annual delivery and acknowledgement of the Code of Ethics by each supervised person of our firm;
- We have established policies requiring the reporting of Code of Ethics violations. No person who submits a concern made in good faith will experience retaliation, harassment or unfavorable or adverse employment consequences;
- Any individual who violates the Code of Ethics will be subject to disciplinary action up to and including termination.

Related persons of our firm are separately registered as securities representatives of a broker-dealer, investment adviser representatives of another registered investment adviser, and/or licensed as an insurance agent/broker of various insurance companies. Please refer Executive Wealth Management ADV Part 2A, Item 10 for a detailed explanation of these relationships and important conflict of interest disclosures.

### **Review of Accounts**

While the underlying securities within Program accounts are continuously monitored, these accounts are reviewed at least annually by the Investment advisory representative assigned to the account or by the client's relationship manager. Accounts are reviewed in the context of each client's stated investment objectives and guidelines. More frequent reviews may be triggered by material changes in variables such as the client's individual circumstances, the market, political or economic environment or by request.

In addition to the at least quarterly statements and confirmations of transactions that Program clients receive from their custodian, EWM will provide written reports summarizing account performance, balances and holdings at the client requested interval. As these are not official statements of the clients account, ***we urge our clients to carefully compare the information provided on these statements to their official custodial statement to ensure that all account transactions, holdings and values are correct and current.***

### **Client Referrals and Other Compensation**

As disclosed at the “Program Marketing and Compensation” subsection of Item 4 above, EWM has in the past, and continue from time to time to received client referrals for participation in the Program through representatives of unaffiliated investment adviser firms (each a “Solicitor”). Clients should refer to Item 4 for additional information regarding compensation paid to Solicitors and the inherent conflicts of interest arising as a result. We are aware of the special considerations promulgated under Section 206(4)-3 of the Investment Advisers Act of 1940 and similar state regulations. As such, appropriate disclosure shall be made, all written instruments will be maintained by EWM and all applicable Federal and/or State laws will be observed. The fee paid to a solicitor by us will be specified in a separate disclosure document provided to the client.

As set forth below, EWM receives certain economic benefits through its participation in TD Ameritrade’s Institutional customer program. As part of these services, EWM receives benefits that it would not receive if it did not offer investment advice to clients.

EWM may receive client referrals from TD Ameritrade through its participation in TD Ameritrade AdvisorDirect. In addition to meeting the minimum eligibility criteria for participation in AdvisorDirect, EWM may have been selected to participate in AdvisorDirect based on the amount and profitability to TD Ameritrade of the assets in, and trades placed for, client accounts maintained with TD Ameritrade. TD Ameritrade is a discount broker-dealer independent of and unaffiliated with EWM and there is no employee or agency relationship between them. TD Ameritrade has established AdvisorDirect as a means of referring its brokerage customers and other investors seeking fee-based personal investment management services or financial planning services to independent investment advisors. TD Ameritrade does not supervise EWM and has no responsibility for EWM’s management of client portfolios or EWM’s other advice or services.

EWM pays TD Ameritrade an on-going fee for each successful client referral. This fee has historically been a percentage (not to exceed 25%) of the advisory fee that the client pays to EWM (“Solicitation Fee”). Under new arrangements, this fee is now a 25 bps fee on assets referred. Some clients will remain under the historical fee schedule while new clients will enter the relationship under the new fee schedule. EWM will also pay TD Ameritrade the applicable Solicitation Fee on any advisory fees received by EWM from any of a referred client’s family members, including a spouse, child or any other immediate family member who resides with the referred client and hired EWM on the recommendation of such referred client. EWM will not charge clients referred through AdvisorDirect any fees or costs higher than its standard fee schedule offered to its clients or otherwise pass Solicitation Fees paid to TD Ameritrade to its clients. For information regarding additional or other fees paid directly or indirectly to TD Ameritrade, please refer to the TD Ameritrade AdvisorDirect Disclosure and Acknowledgement Form.

Clients should note that EWM’s participation in AdvisorDirect raises potential conflicts of interest that do not arise under other referral arrangements. TD Ameritrade will most likely refer clients through

AdvisorDirect to investment advisors that encourage their clients to custody their assets at TD Ameritrade and whose client accounts are profitable to TD Ameritrade. Consequently, in order to obtain client referrals from TD Ameritrade, EWM may have an incentive to recommend to clients that the assets under management by EWM be held in custody with TD Ameritrade and to place transactions for client accounts with TD Ameritrade. In addition, EWM has agreed not to solicit clients referred to it through AdvisorDirect to transfer their accounts from TD Ameritrade or to establish brokerage or custody accounts at other custodians, except when its fiduciary duties require doing so. EWM's participation in AdvisorDirect does not diminish its duty to seek best execution of trades for client accounts.

### **Other Compensation**

Our firm and/or our officers and representatives are eligible to receive incentive awards (including prizes such as trips or bonuses) for recommending certain types of insurance policies or other investment products that we recommend. While we endeavor at all times to put the interest of our clients first as part of our fiduciary duty, the possibility of receiving incentive awards creates a conflict of interest and may affect the judgment of these individuals when making recommendations.

### **Benefits Received**

As disclosed at Item 4 of this Wrap Fee Brochure, we request that Program clients direct the use of TD Ameritrade for trades placed in the client's Program account. Clients should note that EWM participates in TD Ameritrade's Institutional customer program and EWM will generally recommend TD Ameritrade to clients for custody and brokerage services. There is no direct link between EWM's participation in the program and the investment advice provided to clients. Because of our participation in this program, EWM receives economic benefits that are typically not available to TD Ameritrade retail investors. These benefits include the following products and services provided without cost to EWM: duplicate client statements and confirmations; research related products and tools; consulting services; access to a dedicated trading desk serving advisor participants; access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to client accounts); the ability to have advisory fees deducted directly from client accounts; access to an electronic communications network for client order entry and account information; access to mutual funds with no transaction fees and to certain Institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to EWM by third party vendors.

TD Ameritrade may also pay for or reimburse expenses (including travel, lodging, meals and entertainment expenses) for our personnel to attend conferences or meetings relating to the program or to TD Ameritrade's advisor custody and brokerage services generally. Some of the products and services made available by TD Ameritrade through the program may benefit EWM but may not benefit its client accounts. These products or services may assist EWM in managing and administering client accounts, including accounts not maintained at TD Ameritrade. Other services made available by TD Ameritrade are intended to help EWM manage and further develop its business enterprise. The benefits received by EWM or its personnel through participation in the program do not depend on the amount of brokerage transactions directed to TD Ameritrade. Clients should be aware, however, that the receipt of economic benefits by EWM or its related persons in and of itself creates a potential conflict of interest and may indirectly influence our recommendation of TD Ameritrade for custody and brokerage services.

**Financial Information**

As an advisory firm that maintains discretionary authority for client accounts, we are also required to disclose any financial condition that is reasonably likely to impair our ability to meet our contractual obligations. EWM has no additional financial circumstances to report.

Under no circumstances do we require or solicit payment of fees in excess of \$1200 per client more than six months in advance of services rendered.

EWM has not been the subject of a bankruptcy petition at any time during the past ten years.

[THIS SECTION INTENTIONALLY LEFT BLANK]

Item 1.



**Build. Defend. Advance.**

**Form ADV Part 2B – Brochure Supplement**

**GREGORY J. BARBER**

175 Cadycentre #325  
Northville, MI 48167  
Telephone: 248-924-3129

**EXECUTIVE WEALTH MANAGEMENT, LLC**

135 W North Street, Suite 1  
Brighton, MI 48116  
Telephone: 810-229-6446  
Facsimile: 810-229-6775  
Web Address: [www.ewmadvisors.com](http://www.ewmadvisors.com)

January 25, 2019

This brochure supplement provides information about GREGORY J. BARBER that supplements the Executive Wealth Management Form ADV Part 2A brochure. You should have received a copy of that brochure. Please contact GREGORY J. BARBER if you did not receive Executive Wealth Management Form ADV Part 2A brochure or if you have any questions about the contents of this supplement.

Additional information about GREGORY J. BARBER is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by a unique identifying number, known as a CRD number. The CRD number for GREGORY J. BARBER is 3121606.

## Item 2. Educational Background and Business Experience

GREGORY J. BARBER  
Year of birth: 1962

IARs highest level of educational/academic achievement: COLLEGE/BACHELORS DEGREE

IAR attended the following Academic Institution(s): UNIVERSITY OF MICHIGAN

IAR business experience (5 year history):

| <b><u>Employer</u></b>   | <b><u>Position Held</u></b>       | <b><u>Dates</u></b>   |
|--|-----------------------------------|-----------------------|
| EXECUTIVE WEALTH MANAGEMENT, LLC<br><i>-This position is investment related</i>                    | INVESTMENT ADVISOR REPRESENTATIVE | 12/7/2006-Present     |
| PRIVATE CLIENT SERVICES<br><i>-This position is investment related</i>                             | REGISTERED REPRESENTATIVE         | 06/01/2017-Present    |
| INVEST FINANCIAL CORPORATION<br><i>- This position is investment related</i>                       | REGISTERED REPRESENTATIVE         | 12/17/2009-06/01/2017 |
| BULLS AND BEARS FINANCIAL SERVICES, LLC<br><i>-This position is investment related</i>             | REGISTERED REPRESENTATIVE         | 6/30/2000-Present     |
| GREGORY J. BARBER, PC DBA BARBER AND ASSOCIATES<br><i>-This position is not investment related</i> | PRESIDENT AND SOLE OWNER          | 9/15/1994-Present     |
| FORTUNATUS INVESTMENTS, LLC<br><i>-This position is investment related</i>                         | INVESTMENT POLICY COMMITTEE       | 8/1/2011-PRESENT      |

## Item 3. Disciplinary Information

If the IAR has had any reportable, disciplinary events, during the past ten (10) years, they will be indicated below (if applicable):

NONE

If you have any questions regarding the reportable disciplinary event(s) described above, please contact the IAR's supervisor (whose information is provided below) or you can access the IAR's full disciplinary history through:

FINRA's BrokerCheck Website:

<http://www.finra.org/investors/ToolsCalculators/BrokerCheck/>

Or

SEC's Investment Advisor Public Disclosure (IAPD) Website:

[http://www.adviserinfo.sec.gov/IAPD/Content/Search/iapd\\_Search.aspx](http://www.adviserinfo.sec.gov/IAPD/Content/Search/iapd_Search.aspx)

## Item 4. Other Business Activities

IARs may independently engage in business activities that fall outside the scope of their role as an investment advisor representative of the Firm. These activities may include both investment related and non-investment-related business activities and, to the extent applicable, are disclosed below to assist you in identifying any additional compensation and/or potential conflicts of interest that may arise from IARs participation in such activities.

You should be aware that an IAR's participation in any other business activity has the potential to impact the amount of time dedicated to their servicing as an investment advisor representative of the Firm. You are encouraged to discuss the listed business activities with IAR in deciding whether to retain their services and, in particular, in relation to any conflicts of interest that may exist.

- EWM Capital, LLC, Managing Member. This position is not investment related.
- Private Client Services, Registered Representative. This position is investment related.

- Fortunatus Investments, LLC – Investment Policy Committee. This position is investment related.
- Gregory J. Barber, P.C. DBA Barber and Associates, President and sole owner. This position is not investment related.
- GJB Enterprises, LLC, Managing Member. This position is not investment related.
- MFO Enterprises, LLC, Resident Agent. This position is not investment related.
- GKM Enterprises, LLC, Member. This position is not investment related.
- Innovative Financial Services, LLC, Resident Agent. This position is investment related.
- Bulls and Bears Financial Services, LLC, Managing Member. This position is investment related
- North Street Partners, LLC, Managing Member. This position is not investment related

The Firm maintains a Code of Ethics requiring that its investment advisor representatives always act in the best interest of their clients, together with policies and procedures it enforces to avoid conflicts of interest in relation to business conducted through the Firm. Compensation for other investment-related business activities is not subject to monitoring or compensation limits imposed by the firm.

#### **Item 5. Additional Compensation**

Certain forms of indirect compensation may be offered to the IAR by the sponsors of investment products or programs. This may include, but is not limited to, entertainment or attendance at events and educational conferences, reimbursement for approved business expenses, investment research, technology support and other resources to assist with their investment practice.

In addition to advisory fees, IARs may qualify for certain sales incentives or other types of awards based on the value of assets under management or investment products and services sold. For example, IARs may become eligible to receive additional compensation amounts, reimbursement for approved business expenses, and attendance at various forms of entertainment or attendance at events and educational conferences hosted or subsidized by the sponsors of certain investment products or third party asset manager programs.

#### **Item 6. Supervision**

Kyrstin N. Ritsema, Chief Compliance Officer, is responsible for the supervision and monitoring of investment advice offered to advisory clients of Executive Wealth Management, LLC by GREGORY J. BARBER. She can be reached at 810-355-7939. Kyrstin N. Ritsema will review all employees personal securities transactions on a quarterly basis, oversee all material investment policy changes, and conduct periodic testing to ensure that client objectives and mandates are being met.

Item 1.



**Build. Defend. Advance.**

**Form ADV Part 2B – Brochure Supplement**

**MICHAEL R. CHECHEL JR**

135 W. North St. Suite 1  
Brighton, MI 48116  
Telephone: 810-229-6446

**EXECUTIVE WEALTH MANAGEMENT, LLC**

135 W North Street, Suite 1  
Brighton, MI 48116  
Telephone: 810-229-6446  
Facsimile: 810-229-6775  
[www.ewmadvisors.com](http://www.ewmadvisors.com)

January 25, 2019

This brochure supplement provides information about MICHAEL R. CHECHEL JR that supplements the Executive Wealth Management Form ADV Part 2A brochure. You should have received a copy of that brochure. Please contact MICHAEL R. CHECHEL JR if you did not receive Executive Wealth Management Form ADV Part 2A brochure or if you have any questions about the contents of this supplement.

Additional information about MICHAEL R. CHECHEL JR is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by a unique identifying number, known as a CRD number. The CRD number for MICHAEL R. CHECHEL JR is 2823342.

## Item 2. Educational Background and Business Experience

Michael R. Chechel, Jr.  
Year of birth: 1970

IARs highest level of educational/academic achievement: COLLEGE/BACHELORS DEGREE

IAR attended the following Academic Institution(s): DOWLING COLLEGE, NY

IAR business experience (5 year history):

| <u>Employer</u>   | <u>Position Held</u>              | <u>Dates</u>          |
|---|-----------------------------------|-----------------------|
| EXECUTIVE WEALTH MANAGEMENT, LLC<br><i>-This position is investment related</i> | INVESTMENT ADVISOR REPRESENTATIVE | 02/01/2007-Present    |
| PRIVATE CLIENT SERVICES<br><i>-This position is investment related</i>          | REGISTERED REPRESENTATIVE         | 06/01/2017-Present    |
| INVEST FINANCIAL CORPORATION<br><i>- This position is investment related</i>    | REGISTERED REPRESENTATIVE         | 2/12/2009-06/01/2017  |
| 401(K) GPS, LLC<br><i>-This position is investment related</i>                  | MEMBER                            | 12/01/2012-11/01/2017 |
| FORTUNATUS INVESTMENTS, LLC<br><i>-This position is not investment related</i>  | INVESTMENT POLICY COMMITTEE       | 09/01/2011-PRESENT    |
| EXECUTIVE FINANCIAL PLANNING<br><i>-This position is investment related</i>     | INSURANCE                         | 05/01/2007-PRESENT    |
| MC3 Financial Corporation<br><i>-This position is investment related</i>        | President                         | 10/30/2009-PRESENT    |

## Item 3. Disciplinary Information

If the IAR has had any reportable, disciplinary events, during the past ten (10) years, they will be indicated below (if applicable):

NONE

If you have any questions regarding the reportable disciplinary event(s) described above, please contact the IAR's supervisor (whose information is provided below) or you can access the IAR's full disciplinary history through:

FINRA's BrokerCheck Website:  
<http://www.finra.org/investors/ToolsCalculators/BrokerCheck/>

Or

SEC's Investment Advisor Public Disclosure (IAPD) Website:  
[http://www.adviserinfo.sec.gov/IAPD/Content/Search/iapd\\_Search.aspx](http://www.adviserinfo.sec.gov/IAPD/Content/Search/iapd_Search.aspx)

## Item 4. Other Business Activities

IARs may independently engage in business activities that fall outside the scope of their role as an investment advisor representative of the Firm. These activities may include both investment related and non-investment-related business activities and, to the extent applicable, are disclosed below to assist you in identifying any additional compensation and/or potential conflicts of interest that may arise from IARs participation in such activities.

You should be aware that an IAR's participation in any other business activity has the potential to impact the amount of time dedicated to their servicing as an investment advisor representative of the Firm. You are encouraged to discuss the listed business activities with IAR in deciding whether to retain their services and, in particular, in relation to any conflicts of interest that may exist.

- EWM Capital, LLC, Managing Member. This position is not investment related.

- Private Client Services, Registered Representative. This position is investment related.
- MC3 Financial Planning Corporation, President. This position is not investment related
- Fortunatus Investments, LLC, Member Investment Policy Committee. This position is investment related.
- Executive Financial Planning, Agent. This position is investment related.
- MJ Futures, LLC, Managing Member. This position is not investment related.
- North Street Partners, LLC, Member. This position is not investment related.

The Firm maintains a Code of Ethics requiring that its investment advisor representatives always act in the best interest of their clients, together with policies and procedures it enforces to avoid conflicts of interest in relation to business conducted through the Firm. Compensation for other investment-related business activities is not subject to monitoring or compensation limits imposed by the firm.

#### **Item 5. Additional Compensation**

Certain forms of indirect compensation may be offered to the IAR by the sponsors of investment products or programs. This may include, but is not limited to, entertainment or

attendance at events and educational conferences, reimbursement for approved business expenses, investment research, technology support and other resources to assist with their investment practice.

In addition to advisory fees, IARs may qualify for certain sales incentives or other types of awards based on the value of assets under management or investment products and services sold. For example, IARs may become eligible to receive additional compensation amounts, reimbursement for approved business expenses, and attendance at various forms of entertainment or attendance at events and educational conferences hosted or subsidized by the sponsors of certain investment products or third party asset manager programs.

#### **Item 6. Supervision**

Kyrstin N. Ritsema, Chief Compliance Officer, is responsible for the supervision and monitoring of investment advice offered to advisory clients of Executive Wealth Management, LLC by MICHAEL R. CHECHEL JR. She can be reached at 810-355-7939. Kyrstin N. Ritsema will review all employees personal securities transactions on a quarterly basis, oversee all material investment policy changes, and conduct periodic testing to ensure that client objectives and mandates are being met.

Item 1.



**Build. Defend. Advance.**

**Form ADV Part 2B – Brochure Supplement**

**ALBERT P. HERZOG III**

135 W. North St. Suite 1  
Brighton, MI 48116  
Telephone: 810-229-6446

**EXECUTIVE WEALTH MANAGEMENT, LLC**

135 W North Street, Suite 1  
Brighton, MI 48116  
Telephone: 810-229-6446  
Facsimile: 810-229-6775  
Web Address: [www.ewmadvisors.com](http://www.ewmadvisors.com)

January 25, 2019

This brochure supplement provides information about ALBERT P. HERZOG III that supplements the Executive Wealth Management Form ADV Part 2A brochure. You should have received a copy of that brochure. Please contact ALBERT P. HERZOG III if you did not receive Executive Wealth Management Form ADV Part 2A brochure or if you have any questions about the contents of this supplement.

Additional information about ALBERT P. HERZOG III is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by a unique identifying number, known as a CRD number. The CRD number for ALBERT P. HERZOG III is 1187236.

## Item 2. Educational Background and Business Experience

ALBERT P. HERZOG III year of birth, 1957

IARs highest level of educational/academic achievement: COLLEGE/MASTERS DEGREE

IAR attended the following Academic Institution(s): MICHIGAN STATE UNIVERSITY and UNIVERSITY OF MICHIGAN

Professional Designation(s) IAR currently maintains (IARs current professional designations, if applicable, are listed below with a brief explanation of the minimum qualifications that were required to obtain their designation):

### CERTIFIED FINANCIAL PLANNER™, CFP®

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 71,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;

- Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;

- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent,

measured as 2,000 hours per year); and

- Ethics – Agree to be bound by CFP Board’s Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals. Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients. CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### CHARTERED FINANCIAL CONSULTANT, ChFC®

The ChFC® designation has been a mark of excellence for almost thirty years and currently requires nine college-level courses, the most of any financial planning credential. Average study time to earn the ChFC® exceeds 450 hours. Required courses cover extensive education and application training in financial planning, income taxation, investments, and estate and retirement planning. Additional electives are chosen from such topics as macroeconomics, financial decisions for retirement, and executive compensation. ChFC® designees must meet experience requirements and adhere to continuing education and ethical standards. The credential is awarded by The American College, a non-profit educator founded in 1927 and the highest level of academic accreditation.

IAR business experience (5 year history):

| <u>Employer</u>                  | <u>Position Held</u>                        | <u>Dates</u>        |
|----------------------------------|---|---------------------|
| Executive Wealth Management, LLC | Private Wealth Advisor, Director            | 1/1/2006-present    |
|                                  | <i>-This position is investment related</i> |                     |
| Private Client Services          | Registered Representative                   | 06/01/2017          |
|                                  | <i>-This position is investment related</i> |                     |
| INVEST Financial Corporation     | Registered Representative                   | 4/7/2009-06/01/2017 |
|                                  | <i>-This position is investment related</i> |                     |

|                 |                 |                       |
|-----------------|-----------------|-----------------------|
| 401(K) GPS, LLC | Managing Member | 12/28/2012-11/01/2017 |
|-----------------|-----------------|-----------------------|

*-This position is investment related*

|                             |                             |                    |
|-----------------------------|-----------------------------|--------------------|
| Fortunatus Investments, LLC | Investment Policy Committee | 09/01/2011-present |
|-----------------------------|-----------------------------|--------------------|

*-This position is investment related.*

|                                   |       |                  |
|-----------------------------------|-------|------------------|
| Executive Financial Planning, Inc | Agent | 5/1/2007-present |
|-----------------------------------|-------|------------------|

*-This position is investment related.*

### Item 3. Disciplinary Information

If the IAR has had any reportable, disciplinary events, during the past ten (10) years, they will be indicated below (if applicable):

NONE

If you have any questions regarding the reportable disciplinary event(s) described above, please contact the IAR's supervisor (whose information is provided below) or you can access the IAR's full disciplinary history through:

FINRA's BrokerCheck Website:

<http://www.finra.org/investors/ToolsCalculators/BrokerCheck/>

Or

SEC's Investment Advisor Public Disclosure (IAPD) Website:

[http://www.adviserinfo.sec.gov/IAPD/Content/Search/iapd\\_Search.aspx](http://www.adviserinfo.sec.gov/IAPD/Content/Search/iapd_Search.aspx)

### Item 4. Other Business Activities

IARs may independently engage in business activities that fall outside the scope of their role as an investment advisor representative of the Firm. These activities may include both investment related and non-investment-related business activities and, to the extent applicable, are disclosed below to assist you in identifying any additional compensation and/or potential

conflicts of interest that may arise from IARs participation in such activities.

You should be aware that an IAR's participation in any other business activity has the potential to impact the amount of time dedicated to their servicing as an investment advisor representative of the Firm. You are encouraged to discuss the listed business activities with IAR in deciding whether to retain their services and, in particular, in relation to any conflicts of interest that may exist.

- EWM Capital, LLC, Board of Managers. This position is not investment related.
- Private Client Services, Registered Representative. This position is investment related.
- Fortunatus Investments, LLC, Member Investment Policy Committee. This position is investment related.
- Executive Financial Planning fixed insurance sales, Agent. This position is investment related.
- North Street Partners, LLC, real estate. This position is not investment related.
- Clancy and Associates, LLC, Resident Agent. This position is not investment related.
- Herzog and Associates, LLC, Managing member. This position is not investment related.

The Firm maintains a Code of Ethics requiring that its investment advisor representatives always act in the best interest of their clients, together with policies and procedures it enforces to avoid conflicts of interest in relation to business conducted through the Firm. Compensation for other investment-related business activities is not subject to monitoring or compensation limits imposed by the firm.

### Item 5. Additional Compensation

Certain forms of indirect compensation may be offered to the IAR by the sponsors of

investment products or programs. This may include, but is not limited to, entertainment or attendance at events and educational conferences, reimbursement for approved business expenses, investment research, technology support and other resources to assist with their investment practice.

In addition to advisory fees, IARs may qualify for certain sales incentives or other types of awards based on the value of assets under management or investment products and services sold. For example, IARs may become eligible to receive additional compensation amounts, reimbursement for approved business expenses, and attendance at various forms of entertainment or attendance at events and educational conferences hosted or subsidized

by the sponsors of certain investment products or third party asset manager programs.

#### **Item 6. Supervision**

Kyrstin N. Ritsema, Chief Compliance Officer, is responsible for the supervision and monitoring of investment advice offered to advisory clients of Executive Wealth Management, LLC by ALBERT P. HERZOG III. She can be reached at 810-355-7939. Kyrstin N. Ritsema will review all employees personal securities transactions on a quarterly basis, oversee all material investment policy changes, and conduct periodic testing to ensure that client objectives and mandates are being met.

Item 1.



**Build. Defend. Advance.**

**Form ADV Part 2B – Brochure Supplement**

**ADAM R. KULESZA**

135 W. North St. Suite 1  
Brighton, MI 48116  
Telephone: 810-229-6446

**EXECUTIVE WEALTH MANAGEMENT, LLC**

135 W North Street, Suite 1  
Brighton, MI 48116  
Telephone: 810-229-6446  
Facsimile: 810-229-6775  
Web Address: [www.ewmadvisors.com](http://www.ewmadvisors.com)

January 25, 2019

This brochure supplement provides information about ADAM R. KULESZA that supplements the Executive Wealth Management Form ADV Part 2A brochure. You should have received a copy of that brochure. Please contact ADAM R. KULESZA if you did not receive Executive Wealth Management Form ADV Part 2A brochure or if you have any questions about the contents of this supplement.

Additional information about ADAM R. KULESZA is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by a unique identifying number, known as a CRD number. The CRD number for ADAM R. KULESZA is 4770420.

## Item 2. Educational Background and Business Experience

ADAM R. KULESZA, Year of birth 1980

IARs highest level of educational/academic achievement: POST GRADUATE DEGREE

IAR attended the following Academic Institution(s): UNIVERSITY OF MICHIGAN and CLEARY UNIVERSITY

Professional Designation(s) IAR currently maintains (IARs current professional designations, if applicable, are listed below with a brief explanation of the minimum qualifications that were required to obtain their designation):

### CERTIFIED FINANCIAL PLANNER™, CFP®

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 71,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;

- Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world

circumstances;

- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and

- Ethics – Agree to be bound by CFP Board’s Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals. Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and

- Ethics – Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients. CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### CHARTERED FINANCIAL CONSULTANT™, ChFC®

The ChFC® designation has been a mark of excellence for almost thirty years and currently requires nine college-level courses, the most of any financial planning credential. Average study time to earn the ChFC® exceeds 450 hours. Required courses cover extensive education and application training in financial planning, income taxation, investments, and estate and retirement planning. Additional electives are chosen from such topics as macroeconomics, financial decisions for retirement, and executive compensation. ChFC® designees must meet experience requirements and adhere to continuing education and ethical standards. The credential is awarded by The American College, a non-profit educator founded in 1927 and the highest level of academic accreditation.

IAR business experience (5 year history):

| <b>Employer</b>   | <b>Position Held</b>             | <b>Dates</b>         |
|---|----------------------------------|----------------------|
| Executive Wealth Management, LLC<br><i>-This position is investment related</i> | Private Wealth Advisor, Director | 8/1/2006-present     |
| Private Client Services<br><i>-This position is investment related</i>          | Registered Representative        | 06/01/2017-present   |
| INVEST Financial Corporation<br><i>-This position is investment related</i>     | Registered Representative        | 2/3/2009-06/01/2017  |
| 401(K) GPS, LLC<br><i>-This position is investment related</i>                  | Member                           | 12/1/2012-11/01/2017 |
| Fortunatus Investments, LLC<br><i>-This position is investment related.</i>     | Investment Policy Committee      | 09/01/2011-present   |
| Executive Financial Planning<br><i>-This position is investment related.</i>    | Agent                            | 11/1/2005-present    |
| EZC Financial Services, Co<br><i>-This position is investment related</i>       | President                        | 12/14/2009-present   |

### Item 3. Disciplinary Information

If the IAR has had any reportable, disciplinary events, during the past ten (10) years, they will be indicated below (if applicable):

NONE

If you have any questions regarding the reportable disciplinary event(s) described above, please contact the IAR's supervisor (whose information is provided below) or you can access the IAR's full disciplinary history through:

FINRA's BrokerCheck Website:  
<http://www.finra.org/investors/ToolsCalculators/BrokerCheck/>

Or

SEC's Investment Advisor Public Disclosure (IAPD) Website:

[http://www.adviserinfo.sec.gov/IAPD/Content/Search/iapd\\_Search.aspx](http://www.adviserinfo.sec.gov/IAPD/Content/Search/iapd_Search.aspx)

### Item 4. Other Business Activities

IARs may independently engage in business activities that fall outside the scope of their role as an investment advisor representative of the Firm. These activities may include both investment related and non-investment-related business activities and, to the extent applicable, are disclosed below to assist you in identifying any additional compensation and/or potential conflicts of interest that may arise from IARs participation in such activities.

You should be aware that an IAR's participation in any other business activity has the potential to impact the amount of time dedicated to their servicing as an investment advisor representative of the Firm. You are encouraged to discuss the listed business activities with IAR in deciding whether to retain their services and, in particular, in relation to any conflicts of interest that may exist.

- EWM Capital, LLC, Board of Managers. This position is not investment related.
- Private Client Services, Registered Representative. This position is investment related.
- Fortunatus Investments, LLC, Member Investment Policy Committee. This position is investment related.
- Executive Financial Planning fixed insurance sales, Agent. This position is investment related.
- EZC Financial Services Company, President. This position is investment related.
- North Street Partners, LLC, Member. This position is not investment related.

The Firm maintains a Code of Ethics requiring that its investment advisor representatives always act in the best interest of their clients, together with policies and procedures it enforces to avoid conflicts of interest in relation to business conducted through the Firm. Compensation for other investment-related business activities is not subject to monitoring or compensation limits imposed by the firm.

#### **Item 5. Additional Compensation**

Certain forms of indirect compensation may be offered to the IAR by the sponsors of investment products or programs. This may include, but is not limited to, entertainment or attendance at events and educational conferences, reimbursement for approved business expenses, investment research, technology support and other resources to assist with their investment practice. In addition to advisory fees, IARs may qualify for certain sales incentives or other types of awards based on the value of assets under

management or investment products and services sold. For example, IARs may become eligible to receive additional compensation amounts, reimbursement for approved business expenses, and attendance at various forms of entertainment or attendance at events and educational conferences hosted or subsidized by the sponsors of certain investment products or third party asset manager programs.

#### **Item 6. Supervision**

Kyrstin N. Ritsema, Chief Compliance Officer, is responsible for the supervision and monitoring of investment advice offered to advisory clients of Executive Wealth Management, LLC by ADAM R. KULESZA. She can be reached at 810-355-7939. Kyrstin N. Ritsema will review all employees personal securities transactions on a quarterly basis, oversee all material investment policy changes, and conduct periodic testing to ensure that client objectives and mandates are being met.

**Item 1.**



**Build. Defend. Advance.**

**Form ADV Part 2B – Brochure Supplement**

**MICHAEL J. LAY**

135 W. North St. Suite 1  
Brighton, MI 48116  
Telephone: 810-229-6446

**EXECUTIVE WEALTH MANAGEMENT**

135 W North Street, Suite 1  
Brighton, MI 48116  
Telephone: 810-229-6446  
Facsimile: 810-229-6775  
[www.ewmadvisors.com](http://www.ewmadvisors.com)

January 25, 2019

This brochure supplement provides information about MICHAEL LAY that supplements the Executive Wealth Management Form ADV Part 2A brochure. You should have received a copy of that brochure. Please contact MICHAEL LAY if you did not receive Executive Wealth Management Form ADV Part 2A brochure or if you have any questions about the contents of this supplement.

Additional information about MICHAEL LAY is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by a unique identifying number, known as a CRD number. The CRD number for MICHAEL LAY is 5201752.

## Item 2. Educational Background and Business Experience

Michael J. Lay year of birth: 1984

IARs highest level of educational/academic achievement: COLLEGE/BACHELORS DEGREE

IAR attended the following Academic Institution(s): UNIVERSITY OF MICHIGAN

Professional Designation(s) IAR currently maintains (IARs current professional designations, if applicable, are listed below with a brief explanation of the minimum qualifications that were required to obtain their designation):

### CERTIFIED FINANCIAL PLANNER™, CFP®

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 71,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;

- Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;

- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent,

measured as 2,000 hours per year); and

- Ethics – Agree to be bound by CFP Board’s Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals. Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients. CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### IAR business experience (5 year history):

| <u>Employer</u>   | <u>Position Held</u>              | <u>Dates</u>         |
|---|-----------------------------------|----------------------|
| Executive Wealth Management, LLC<br><i>-This position is investment related</i> | Chief Operating Officer, Director | 07/01/2006-present   |
| Private Client Services<br><i>-This position is investment related</i>          | Registered Representative         | 06/01/2017-present   |
| INVEST Financial Corporation<br><i>-This position is investment related</i>     | Registered Representative         | 2/1/2009-06/01/2017  |
| 401(K) GPS, LLC<br><i>-This position is investment related</i>                  | Chief Operations Officer          | 12/1/2012-11/01/2017 |
| Fortunatus Investments, LLC<br><i>-This position is investment related.</i>     | Investment Policy Committee       | 09/01/2016-present   |
| Executive Financial Planning<br><i>-This position is investment related.</i>    | Agent                             | 7/1/2006-present     |

### Item 3. Disciplinary Information

If the IAR has had any reportable, disciplinary events, during the past ten (10) years, they will be indicated below (if applicable):

NONE

If you have any questions regarding the reportable disciplinary event(s) described above, please contact the IAR's supervisor (whose information is provided below) or you can access the IAR's full disciplinary history through:

FINRA's BrokerCheck Website:

<http://www.finra.org/investors/ToolsCalculators/BrokerCheck/>

Or

SEC's Investment Advisor Public Disclosure (IAPD) Website:

[http://www.adviserinfo.sec.gov/IAPD/Content/Search/iapd\\_Search.aspx](http://www.adviserinfo.sec.gov/IAPD/Content/Search/iapd_Search.aspx)

### Item 4. Other Business Activities

IARs may independently engage in business activities that fall outside the scope of their role as an investment advisor representative of the Firm. These activities may include both investment related and non-investment-related business activities and, to the extent applicable, are disclosed below to assist you in identifying any additional compensation and/or potential conflicts of interest that may arise from IARs participation in such activities.

You should be aware that an IAR's participation in any other business activity has the potential to impact the amount of time dedicated to their servicing as an investment advisor representative of the Firm. You are encouraged to discuss the listed business activities with IAR in deciding whether to retain their services and,

in particular, in relation to any conflicts of interest that may exist.

- EWM Capital, LLC, Board of Managers. This position is not investment related.
- Private Client Services, Registered Representative. This position is investment related.
- Fortunatus Investments, LLC, Member Investment Policy Committee. This position is investment related.
- Executive Financial Planning fixed insurance sales, Agent. This position is investment related.
- Home Owners Association, Treasurer. This position is not investment related.
- Community Foundation for Southeast Michigan, Board Member. This position is not investment related.

The Firm maintains a Code of Ethics requiring that its investment advisor representatives always act in the best interest of their clients, together with policies and procedures it enforces to avoid conflicts of interest in relation to business conducted through the Firm. Compensation for other investment-related business activities is not subject to monitoring or compensation limits imposed by the firm.

### Item 5. Additional Compensation

Certain forms of indirect compensation may be offered to the IAR by the sponsors of investment products or programs. This may include, but is not limited to, entertainment or attendance at events and educational conferences, reimbursement for approved business expenses, investment research, technology support and other resources to assist with their investment practice.

In addition to advisory fees, IARs may qualify for certain sales incentives or other types of awards based on the value of assets under management or investment products and

services sold. For example, IARs may become eligible to receive additional compensation amounts, reimbursement for approved business expenses, and attendance at various forms of entertainment or attendance at events and educational conferences hosted or subsidized by the sponsors of certain investment products or third party asset manager programs.

#### **Item 6. Supervision**

Kyrstin Ritsema, Chief Compliance Officer, is responsible for the supervision and monitoring of investment advice offered to advisory clients of Executive Wealth Management, LLC by MICHAEL LAY. She can be reached at 810-355-7939. Kyrstin Ritsema will review all employees personal securities transactions on a quarterly basis, oversee all material investment policy changes, and conduct periodic testing to ensure that client objectives and mandates are being met.