

## **Spire Wealth Management, LLC Customer Relationship Summary (“Form CRS”)**

### **Item 1 Introduction**

Spire Wealth Management, LLC is registered with the Securities and Exchange Commission as an Investment Adviser.

Investment advisory services and compensation structures differ from that of a registered broker-dealer, and it is important that you understand the differences. You should carefully consider which types of accounts and services are right for you.

Free and simple tools are available to research firms and financial professionals at [www.Investor.gov/CRS](http://www.Investor.gov/CRS). The site also provides educational materials about broker-dealers, investment advisers and investing.

### **Item 2 Relationships and Services**

#### **What investment services and advice can you provide me?**

We provide investment advisory services, through our investment advisory representatives (“IAR”) including discretionary and non-discretionary investment management and financial planning and consulting services to individuals, trusts and estates (our “retail investors”).

When a retail investor engages us to provide discretionary or non-discretionary investment management services we shall monitor, on an ongoing basis, no less than quarterly, the investments in the accounts over which we have been granted authority as part of our investment management service. Furthermore, when engaged on a discretionary basis, we shall have the authority, without prior consultation with you (unless you impose restrictions on our discretionary authority), to buy, sell, trade and allocate the investments within your account(s) consistent with your investment objectives. When engaged on a non-discretionary basis, the retail investor makes the ultimate decision regarding the purchase and/or sale of investments. Our discretionary or non-discretionary authority over your account(s) shall continue until our engagement is terminated. We also offer model asset allocation portfolios through our Investment Supervisory Services program. Some of our IARs offer Proprietary Model Portfolio Strategies. We also provide services wherein we may select independent third party managers to manage your portfolio. This includes a Wrap-Fee program offered through one of our custodians. We monitor the performance of the third party asset manager on an ongoing basis. When a retail investor engages us to provide financial planning and consulting services as part of the investment management engagement, we rely upon the information provided for our review and do not verify or monitor any such information while providing this service. We do not limit the scope of our investment advisor services to proprietary products or a limited group or type of investment. We do require clients to maintain a minimum asset level of \$25,000, which amount may be negotiable with your IAR. We may group certain related client accounts for the purpose of achieving the minimum account size and determining your advisory fee. For additional information including minimum investment amounts, please see [www.SpireIP.com](http://www.SpireIP.com) for our Form [ADV Part 2A](#), brochure (Items 4 and 7 of Part 2A)

Conversation Starters:

*Given my financial situation, should I choose an investment advisory service? Why or why not?*

*How will you choose investments to recommend to me?*

*What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?*

### **Item 3 Fees, Costs, Conflicts and Standard of Conduct**

#### **What fees will I pay?**

We provide our investment advisory services on an ongoing asset-based fee basis. When engaged to provide discretionary or non-discretionary investment management services, we shall charge a fee calculated as a percentage of your assets under our management (our “AUM Fee”). Our annual AUM Fee schedule is negotiable and generally ranges from .25% to 2.25%, depending upon the fee schedule used by your specific advisor. We typically deduct our AUM Fee from one or more of your managed accounts, either quarterly in advance, based upon the prior quarter end balance or monthly in arrears, based on an average daily account balance for the month. Independent third party managers utilized in managing client accounts and/or our IARs offering proprietary strategies will charge fees separately from our management fee. Additionally, our representatives are compensated based upon the amount of assets that they service, therefore, we have an incentive to encourage you to increase the assets maintained in accounts we manage.

Specific information regarding the fees that you will be charged will be disclosed in your Investment Management Agreement (“IMA”). These fees are also described in our Form [ADV Part 2A](#), Item 5.

Because our AUM Fee is calculated as a percentage of your assets under management, the more assets you have in your advisory account, the more you will pay us for our investment management services.

We offer our financial planning and consulting services on either an hourly rate or fixed fee basis, ranging from \$100 to \$500 on an hourly rate basis or on a negotiated fixed fee basis. Prior to accepting your engagement, we will assess the nature and scope of the services requested and negotiate either an hourly rate or fixed fee engagement fee. We may request a retainer upon completion of our initial fact-finding session with you. The balance is due upon completion of the plan. You will be invoiced directly from your advisor for financial planning and consulting fees based upon your agreed upon payment schedule.

**Other Fees and Costs:** Your investment assets will be held with a qualified custodian. For accounts managed outside of a wrap fee program, some custodians charge brokerage commissions and/or transaction fees for effecting certain securities transactions as well as certain processing activities (i.e. transaction fees are charged for certain no-load mutual funds, commissions are charged for individual equity and fixed income securities transactions). Certain custodians may charge an asset based fee in lieu of transaction-based commissions for transaction costs. In addition, relative to all mutual fund and exchange traded fund purchases, certain charges will be imposed at the fund level (e.g. management fees and other fund expenses). The custodian's fees are separate from your advisory fee paid to Spire Wealth Management. With respect to clients who have assets allocated to an unaffiliated wrap fee program, client asset-based fees will include most transaction costs and fees to a broker-dealer or bank that has custody of these assets, and therefore are higher than a typical asset-based advisory fee.

**Additional Information:**

You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.

For more detailed information about our fees and costs please review our Form ADV, Part 2A brochure (specifically Item 5) which can be found on our website at [www.Spireip.com](http://www.Spireip.com).

**Conversation Starters:**

Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?

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

*When we act as your investment adviser, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here are examples to help you understand what this means.*

We receive certain support and or services from our custodians such as research and access to their technologies. As participants in the Charles Schwab & Co. or Fidelity Brokerage Services LLC (collectively, and together with all affiliates, "Fidelity") referral programs we may be incentivized to place assets with those custodians. In addition, some of our advisory personnel are separately licensed which allows them to offer commission based products as well as insurance.

**Conversation Starters:**

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

**Additional Information:** For more detailed information about our conflicts of interest, please review our [ADV Part 2A](#), Items 10 and 11.

**How do your Investment Advisor Representatives make money?**

Our IARs are compensated by the payment of the fee collected for the management of your accounts per the terms of the IMA.

Certain of our representatives are separately licensed as registered representatives of Spire Securities, LLC (a FINRA registered broker-dealer). These individuals can effect separate securities transactions for which they will receive brokerage compensation. Some of our IARs are also licensed insurance agents and receive commissions in connection with insurance product sales

**Item 4 Disciplinary History**

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

Yes and We encourage you to visit [www.Investor.gov/CRS](http://www.Investor.gov/CRS) to research our firm and our financial professionals.

Furthermore, we encourage you to ask your financial professional: As a financial professional, do you have any disciplinary history? If so, for what type of conduct?

**Item 5 Additional Information**

Additional information about our firm is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You may contact our Chief Compliance Officer at any time to request a current copy of your ADV Part 2A or our relationship summary.

**Conversation Starter:**

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

Our Chief Compliance Officer may be reached by phone: (703) 657- 6060.

**Exhibit A of Material Changes to this CRS**

Since our last filing of our CRS in September 2020, the following changes have been made:

Item 2: We are no longer utilizing the Ro-Bo offering of our custodian

As noted in our ADV 2, we participate in Wrap Fee Programs of unaffiliated RIAs

Item 3: As referenced in our ADV 2, we offer, through our custodians, Asset-Based Transaction Fees in addition to Transaction-Based fees