

INTRODUCTION	<p>BARON WEALTH MANAGEMENT, LLC (BWM) is an Investment Advisor registered with the United States Securities and Exchange Commission (SEC). Brokerage and investment advisory services and the fees associated with them differ and it is important for the retail investor to understand these differences. Free and simple tools are available to research firms and financial professionals at investor.gov/CRS which also provides educational materials about broker-dealers, investment advisers, and investing.</p>
RELATIONSHIPS AND SERVICES	<p>What investment services and advice can you provide me? BWM is a fiduciary to each client. We offer wealth management, consultations, and general ed. workshops. We provide customized services to individuals, pension and profit-sharing plans, trusts, estates, charitable organizations, and businesses. This summary briefly describes our services. You should carefully consider which services are right for you after reading our Form ADV 2 Brochures. Information about our Investment Advisor Representatives is contained in their Form ADV 2B Brochures.</p>
CONVERSATION STARTERS:	<p>Wealth Planning involves ongoing investment management and financial planning via an annual fee rather than an asset-based fee. BWM normally provides a comprehensive review of the overall aspects of your current financial situation and consider both long and short-term objectives and goals, or as you may direct. After analysis and data-gathering, and depending upon the services desired, we generally provide: A review of an existing financial plan, an update to the plan or preparation of a new plan, portfolio analysis, assistance with the development of an investment policy or strategy, allocation and investment recommendations, and implementation. We thereafter provide ongoing management and consultations pertaining to your managed portfolio and financial plan. Item 4.B(1), Form ADV 2A Brochure. When deemed appropriate and of interest to our client, BWM can assist clients interested in utilizing the Independent Manager programs available via Charles Schwab & Co., Inc., ("Managed Account Access™") or Fidelity Brokerage Services (Fidelity Managed Accounts®), which provide access to industry leading institutional money managers at low minimums, pre-negotiated fees, and streamlined account administration. BWM can help determine which Independent Manager(s) may be appropriate, depending upon the client's stated circumstances. Clients are never under any obligation to utilize either program or any recommended manager. If desired and agreed to in writing, BWM can continue to provide services relative to the ongoing monitoring and review of account performance. BWM does not receive additional compensation for assets managed in these programs. Items 4.B.(4) & 10.D, Form ADV 2A Brochure.</p> <p>Consultation Services are hourly or project based and may be comprehensive or focus on certain needs as you direct. Examples include: one or more components of financial planning such as financial management, risk management, asset allocation, investment research, financial issues relating to divorce or marital issues, general tax issues, retirement planning, educational funding, goal setting, business owner issues; general estate issues; or other needs identified by the client. Implementation of advice or recommendations pertaining to securities and/or non-securities matters, in whole or in part, is entirely at the client's discretion via the service provider(s) of the client's choice. Item 4.B(2) Form ADV 2A Brochure</p> <p>General Educational Workshops for Companies and Individuals. Presentations may include general information relating to wealth management, financial planning, or other topics and do not involve individualized advice or services. Attendees are never obligated to engage BWM for services. Item 4.B(3) Form ADV 2A</p> <p>Monitoring: Wealth Management involves ongoing services with frequent monitoring (generally daily) of underlying portfolio assets and (at least) quarterly internal portfolio reviews. The frequency of and processes for internal reviews are dependent upon the nature and complexity of the portfolio, the underlying assets, individual circumstances as reasonably known by BWM, and market conditions. We conduct client reviews at least annually. However, we encourage frequent communications and clients may call us any time during our business hours. <i>Clients are obligated to promptly contact us when there exists a real or potential change in their financial condition to give BWM an opportunity to review the situation to help ensure the designed strategies continue to be appropriate.</i> Consultation Services do not involve ongoing monitoring. Item 13, Form ADV 2. Investment Authority: With your authorization provided in custodial forms and our Wealth Management Agreement, BWM will maintain limited discretionary trading authority to execute securities transactions within your designed investment objectives. Should clients elect to receive non-discretionary services, our client makes the ultimate decision regarding the purchase or sale of investments. Item 16, Form ADV 2A. Limited Investment Offerings: BWM is an independent Investment Advisor. We do not offer proprietary products or adhere to a limited menu of investments. Account Minimums or Other Requirements: BWM requests a minimum portfolio of \$500,000 for Wealth Management. BWM's minimum annual fee is \$5,000, however where a client's net worth exceeds \$50 million, the minimum is \$90,000. The annual fee is dependent on total net worth, the scope, nature, and complexity of services. The services to be provided and the annual fee are agreed upon at engagement. The Advisor, at its sole discretion, reserves the right to accept portfolios that do not meet the minimum where special</p>

	circumstances exist, for family members, charitable organizations, pre-existing relationships or where the client has the ability to meet the minimum within a reasonable time period. <u>Item 7, Form ADV 2A Brochure</u> . Additional Information: BWM's <u>Form ADV 2A, Items 4, 5 and 7</u> provide important service and fee information.
FEES, COSTS, CONFLICTS AND STANDARD OF CONDUCT	What fees will I pay? Description of Principal Fees and Costs. BWM is only compensated by advisory fees paid by our clients. <u>Items 5.A & 5.B, Form ADV 2A</u> . 1. Wealth Management fees are calculated as an <u>annual fee</u> , invoiced semi-annually in advance as described in the preceding section. BWM's annual fee may be re-evaluated annually, based upon individual or special circumstances, scope or complexity of engagement or other factors at BWM's discretion. Since BWM's fees are based on net worth, BWM does not have the same conflict of interest associated with advisors that charge asset-based fees as our compensation is not impacted by additional assets deposited to managed account(s). BWM's fee may increase when a client's net worth increases or there is a change in the nature, scope and/or complexity of services. 2. Independent Manager Program. BWM does <u>not receive additional compensation</u> in connection with assets managed by the designated Independent Manager(s). <u>Items 4.B(4), & 10.D, Form ADV 2A</u> . 3. Consultations. Our hourly rate is \$250. Project fees are determined at engagement based on time and effort and/or the nature and complexity of services, based on the hourly rate. 4. General Ed. Workshops may be complimentary. Services provided to companies or professional organizations may involve fees based on BWM's hourly consultation rate, the scope and complexity of the engagement, materials provided, time and effort, and other factors.
CONVERSATION STARTERS	<p><i>Help me understand how these fees and costs might affect my investments.</i></p> <p><i>If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?</i></p> <p><i>What are your legal obligations to me when acting as my investment adviser?</i></p> <p><i>How does your firm make money and conflicts of interest do you have?</i></p> <p><i>How might your conflicts of interest affect me and how will you address them?</i></p> <p>Description of Other Fees & Costs: Investors are responsible for third-party fees and taxes associated with financial and investing activities and these vary depending on services utilized, products purchased and sold, and other factors. Clients pay transaction fees and brokerage commissions to their brokerage firm(s), and fees associated with their accounts (e.g., transfer fees, termination costs, wire transfer fees, retirement plan and/or trust fees, deferred sales charges, odd lot differentials, etc.). Fees and expenses charged to shareholders of exchange-traded and mutual fund shares are exclusive of and in addition to BWM's fees. Please read prospectus and securities offering documents. BWM does <u>not receive any portion of these investment-related fees</u>. <u>Item 5.C, Form ADV 2A</u>. BWM's fees may be higher or lower than may otherwise be available through other advisory firms. Additional Information: You <u>will pay fees and costs whether you make or lose money on your investments</u>. 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.</p> <p>Standard of Conduct. BWM is a fiduciary to each of its clients. 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 as they can affect the services we provide to you. Here are some examples to help you understand what that means: Examples of ways BWM Makes Money and Conflicts of Interest. BWM is compensated via the annual and hourly fees paid by our clients. We are likely to recommend our services and during our relationship, we may recommend that you add funds to your managed portfolio, engage BWM for additional consultation services or projects, and utilize our preferred unaffiliated custodians with whom we have established a service relationship. However, BWM acknowledges its fiduciary duty to provide advice and recommendations that are suitable based on data you have provided to BWM. <u>Item 12, Form ADV, Part 2A</u>. Because our fees are <u>not asset-based</u>, you generally won't pay higher fees to BWM if you add more funds to your managed accounts as fees are based on total net worth and the scope, nature, and complexity of services. Additional Information: BWM has an incentive to encourage clients to rely on us for continued or expanded services since our compensation may stay the same or increase over time. How do our financial professionals make money? Our Investment Adviser Representatives earn a portion of the fees collected by BWM for their roles in assisting our clients. Other business: Beth Zilka and Joseph Lasslett are independently licensed insurance agents and receive commissions from insurance companies when clients purchase insurance products from them. <u>Items 4.B, 5.E & 10.C, Form ADV 2A and Ms. Zilka's and Mr. Lasslett's ADV 2B Brochures</u>. Our other Investment Adviser Representatives do not receive any economic benefit from any person, company, or organization, directly or indirectly, in exchange for providing services to BWM's clients.</p>
DISCIPLINARY HISTORY	Do you or your financial professionals have legal or disciplinary history? NO. A free and simple search tool is available at investor.gov/CRS to search our firm, our registered personnel, or another financial service provider.
ADDITIONAL INFORMATION	You can view BWM's information, including its latest Form ADV 2A Brochure and CRS at: www.adviserinfo.sec.gov BWM's CRD number is:153117 or contact us for the latest information at (248) 251-0161 or info@baron-wealth.com / You are also welcome to visit us at https://www.baron-wealth.com/
<p>Conversation Starter: Who is my primary contact person? Is he or she a representative of an investment advisor or broker/dealer? Who can I talk to if I have concerns about how this person is treating me?</p>	