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	<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>. <b>Additional Information:</b> BWM's <u>Form ADV 2A, Items 4, 5 and 7</u> provide important service and fee information.</p>
<p><b>FEES, COSTS, CONFLICTS AND STANDARD OF CONDUCT</b></p> <p><b>CONVERSATION STARTERS</b></p> <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><b>What fees will I pay? Description of Principal Fees and Costs.</b> BWM is only compensated by advisory fees paid by our clients. <u>Items 5.A &amp; 5.B, Form ADV 2A</u>. <b>1. Wealth Management</b> 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. <b>2. Independent Manager Program.</b> BWM <i>does not receive additional compensation</i> in connection with assets managed by the designated Independent Manager(s). <u>Items 4.B(4), &amp; 10.D, Form ADV 2A</u>. <b>3. Consultations.</b> 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. <b>4. General Ed. Workshops</b> 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.</p> <p><b>Description of Other Fees &amp; Costs:</b> 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 <i>not</i> receive any portion of these investment-related fees. <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. <b>Additional Information:</b> <i>You will pay fees and costs whether you make or lose money on your investments.</i> 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><b>Standard of Conduct.</b> BWM is a fiduciary to each of its clients. <i>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:</i> <b>Examples of ways BWM Makes Money and Conflicts of Interest.</b> BWM is compensated via the annual and hourly fees paid by our clients. <b>We are likely to recommend our services</b> 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</u> asset-based, 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. <b>Additional Information:</b> <i>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.</i> <b>How do our financial professionals make money?</b> Our Investment Adviser Representatives earn a portion of the fees collected by BWM for their roles in assisting our clients. <b>Other business:</b> 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 &amp; 10.C, Form ADV 2A</u> and <u>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>
<b>DISCIPLINARY HISTORY</b>	<p><b>Do you or your financial professionals have legal or disciplinary history?</b> <b>NO.</b> A free and simple search tool is available at <a href="http://investor.gov/CRS">investor.gov/CRS</a> to search our firm, our registered personnel, or another financial service provider.</p>
<b>ADDITIONAL INFORMATION</b>	<p>You can view BWM's information, including its latest Form ADV 2A Brochure and CRS at: <a href="http://www.adviserinfo.sec.gov">www.adviserinfo.sec.gov</a> BWM's CRD number is:153117 or contact us for the latest information at (248) 251-0161 or <a href="mailto:info@baron-wealth.com">info@baron-wealth.com</a>. You are also welcome to visit us at <a href="https://www.baron-wealth.com/">https://www.baron-wealth.com/</a></p>
<p><b>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?</b></p>	