

Selective Wealth Management, Inc. Form CRS

Selective Wealth Management (Selective) is registered with the Securities and Exchange Commission (SEC) as an investment adviser. Brokerage and investment advisory services fees differ, and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

Selective offers investment advisory services to retail investors, including comprehensive wealth management which focuses on addressing financial planning, investment management, estate planning, tax strategies, lifestyle protection, and charitable giving. This process is multi-faceted and requires client engagement.

Selective's investment approach seeks to focus investments into options that are transparent (in our opinion), low cost, tax efficient, diversified, and have little or no debt. Generally, Selective will limit recommendations to stocks and equity ETFs, fixed income, and income producing physical assets. Services are tiered, but generally each client with assets over \$500,000 will have one formal review per year and all clients can request reviews at their discretion. Selective will monitor all assets that clients authorize discretionary management over. This monitoring will focus on price movement and material allocation adjustments to the underlying holdings. During formal reviews all positions will be reviewed with the client.

Selective reserves the right to provide tiered services based on account sizes, and therefore may require different types of information from clients when creating an Investment Policy Statement or financial plan.

Selective will request discretionary authority from clients in order to select securities and execute transactions without prior permission from the client prior to each transaction. To the best of the adviser's ability and as reasonably practical any material portfolio adjustments will be communicated with clients prior to execution.

Additional information can be found on Form ADV 2A Items 4 & 7.

 ***Conversation Starters.*** Ask your financial professional –

- Given my financial situation, should I choose an investment advisory service? Why or why not? How will you choose investments to recommend to me? What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?

What fees will I pay?

Selective's fees are based on a percentage of assets under management (AUM). In general, we require a minimum account size of \$500,000 to open and maintain an advisory account, which may be waived at our discretion. Unless otherwise specified in your investment advisory contract all fees are paid monthly in arrears. The more assets there are in a retail investor's account, the more a retail investor will pay in fees, and Selective may therefore have an incentive to encourage the retail investor to increase the assets in his or her account.

Clients are responsible for all fees charged by brokerage firms and custodians. Common fees include, but are not limited to account maintenance fees, trading fees, fees related to mutual funds.



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.

Additional Information can be found on Form ADV 2A Items 5 A, B, C, and D

 **Conversation Starters.** Ask your financial professional –

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

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

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

- We have an incentive for you to choose the discretionary service for which we charge an advisory fee because we will receive additional compensation through this fee.

Additional Information: Additional Information can be found on Form ADV 2A Item 4 & 10.C

 **Conversation Starters.** Ask your financial professional –

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

How do your financial professionals make money?

All financial professionals that are employed by Selective are compensated on a salary or hourly rate. Financial professionals at Selective are not compensated based on product sales.

Related persons and/or executive officers of our firm, who also are investment adviser representatives, serve as the general partner of a limited partnership. To mitigate this conflict of interest you will not be solicited to invest in the limited partnership. These persons may have investments in the limited partnership. Please refer to your investment adviser representative's supplemental brochure for additional information regarding their outside business activities.

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

No.

 **Conversation Starters.** Ask your financial professional –

- As a financial professional, do you have any disciplinary history? For what type of conduct?

Additional Information: Visit investor.gov/CRS for a free and simple search tool to research financial professionals. Additional Information can be found on Form ADV 2A. To obtain up-to-date information please visit the Documents tab on our website at www.selectivewm.com or contact us at 434-515-1517 or info@selectivewm.com.

 **Conversation Starters.** Ask your financial professional –

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