

Form ADV Part 3: Relationship Summary - Yoder Wealth Management

Introduction

Yoder Wealth Management ("YWM" or "we") is an investment adviser registered with the U.S. Securities and Exchange Commission offering advisory services to individual investors. YWM is a "fee-only" adviser whose only sources of revenue are outlined below in this document. The services we provide and fees we charge are different than those of a broker-dealer, and it is important for clients to understand the difference between the two. Free and simple tools are available at <https://www.investor.gov/CRS>, including educational materials about investment advisers, broker-dealers and investing.

YWM is 100% owned by Anat N. Yoder and operates as a sole proprietorship.

What Investment Services and Advice Can You Provide Me?

Description of Services: YWM offers Asset Management Services, along with Financial Planning and Consulting Services, to individual investors.

Asset Management Services: We offer Asset Management Services under which we formally manage your designated account(s). We will discuss your investment objectives, risk tolerance, and unique needs (including tax situation, liquidity needs, anticipated withdrawals, etc.) and design and implement a portfolio strategy aimed to achieve your goals. We will continuously monitor your account and conduct a formal review at least annually to discuss your portfolio and re-confirm your objectives. Our Asset Management Services are offered through a wrap fee program. For more information, please see **Item 4** of our **Form ADV Part 2A**. When engaging us for Asset Management Services, you can choose whether you'd like us to provide services on a **discretionary** basis (which grants us the authority to determine the type and amount of securities to be bought or sold) or a **non-discretionary basis** (under which trades must be confirmed with you prior to being placed). For more information about investment authority, please see **Item 16** of our **Form ADV Part 2A**.

Financial Planning & Consulting Services: We also offer separate Financial Planning and Consulting Services. Financial Planning entails the delivery of a written financial plan covering mutually agreed upon topics. Financial Consulting is used when a written financial plan isn't needed, and involves one time and/or ongoing meetings to discuss your financial situation. Please see **Item 4** of our **Form ADV Part 2A**.

Limited Investment Offerings: We do not primarily recommend one type of security to clients. Instead, we design and recommend unique investment portfolios based upon each client's specific circumstances and needs. Our investment selection is limited to the securities available on our preferred custodian's platform. Therefore, the range of securities available is a primary consideration in our choice of preferred custodian. YWM does not offer any proprietary products.

Account & Fee Minimums: There are no formal minimum investment amounts required for establishing an account managed by us. However, we are selective in terms of entering into Asset Management Services relationships with those for whom we believe our services would be a good fit, as mutually defined. There is no minimum fee for Financial Planning and Consulting Services provided on an hourly basis. The minimum fixed fee generally charged for Financial Planning and Consulting Services on a fixed fee basis is \$1,000.

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?*

What Fees Will I Pay?

Description of Principal Fees & Costs: Fees charged for our Asset Management Services are charged based on a percentage of assets under management, billed in advance on a quarterly calendar basis, and calculated based on the fair market value of your account as of the last business day of the previous billing period. The annual fee for Asset Management Services will be outlined in your specific Asset Management Services Agreement, and will never exceed 1.5%. We utilize a wrap fee program under which the fee covers both our advisory services as well as any trading fees imposed by the custodian. Since a wrap fee covers trading costs, it tends to be higher than non-wrap fee alternatives. Except for individual stocks and bonds, you will also be charged internal fees and expenses by the funds within your account. Because our fee is based upon the value of your account we have an incentive to recommend that you increase the level of assets in your account. For more information about the fees we charge and expenses you may incur, please see **Item 4** of our **Form ADV Part 2A: Appendix 1**.

Financial Planning and Consulting Services may be provided under an hourly fee arrangement at a rate of \$335 per hour, billed periodically as mutually agreed upon. We also provide Financial Planning and Consulting Services under a fixed fee arrangement subject to a minimum fee of \$1,000 and a maximum fee of \$10,000. Fixed fees are payable in advance.

We may enter into a fixed fee Financial Planning or Consulting Services agreement that automatically renews every 12 months. Clients may cancel the Automatic Renewal agreement at any time by contacting YWM. See **Item 5 of our Form ADV Part 2A**.

Any fees we charge for Financial Planning and Consulting Services will not cover the costs associated with implementing any recommendations we may make.

Additional Information: You will pay fees and costs whether you make or lose money on your investments, and they 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 information, please see **Item 5 of our Form ADV Part 2A**.

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?

Standard of Conduct: When we act as your investment adviser, we are required to act in your best interest and to put your interests ahead of our own. At the same time, our business model creates some inherent conflicts with your interests that can affect the investment advice we provide you.

For example, when we provide Asset Management Services, we will ask that you establish an account with our preferred custodian (currently TD Ameritrade). Although we believe TD Ameritrade adequately fulfills best execution requirements and offers the range of securities necessary to carry out our services, our custodian recommendation is not based solely on these considerations. In particular, TD Ameritrade provides technology, service, research, and support to facilitate our ability to serve your needs. Because we do not have to pay for many of the benefits provided by TD Ameritrade, this creates a conflict of interest. See **Item 12 of our Form ADV Part 2A** for more information about our arrangements with TD Ameritrade. In addition, to the extent we recommend you roll over your account from a current retirement plan to an individual retirement account ("IRA") subject to our asset-based investment advisory fees, we have a financial incentive to recommend that you move your retirement plan to us even if it is not in your best interest. Finally, we actively manage our own personal accounts while at the same time managing your accounts and other client accounts. This creates certain conflicts of interest for which we have developed appropriate mitigating policies and procedures. For more information see **Item 11 of Form ADV Part 2A**.

As a "fee-only" advisor, we receive no forms of cash compensation beyond the fees outlined in the section above. For more information about our conflicts of interests and compensation, please see **Item 5 and Item 10 of our Form ADV Part 2A**.

Conversation Starters: How might your conflicts of interest affect me, and how will you address them? What does "fee-only" mean? Do you receive commissions for selling products?

Do You or Your Financial Professionals Have Legal or Disciplinary History?

Neither us, nor our investment adviser representatives have a legal or disciplinary history to report. You can look up more information about us and our investment adviser representatives at <https://www.investor.gov/CRS>.

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

How Do Your Financial Professionals Make Money?

Description of Salary/Payment of IARs: Your primary contact person will either be Anat Yoder and/or Michael Yoder, who act as the firm's Investment Adviser Representatives (IARs). As the owner of YWM, Anat Yoder is compensated through the profitability of the firm, which is tied to the overall level of revenue generated. Anat does not receive a separate salary. Michael Yoder receives a flat salary for his services to the firm, including investment advisory services and serving as YWM's Chief Compliance Officer. Michael's salary is not dependent on the level of revenue he generates for the firm.

Additional Information About Yoder Wealth Management

Additional information about us, including our relevant experience and qualifications, along with copies of our Form ADV Part 2A disclosure brochure and this relationship summary are available at www.yoderwm.com. You can also find our disclosure brochures and other information about us at <https://adviserinfo.sec.gov/firm/summary/291826>. If you have any questions or would like an up-to-date copy of this relationship summary, we can be reached by phone at 925-691-5600.

Conversation Starters: 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?

Commented [A1]: Please verify that this statement is accurate

Commented [A2R1]: Yes, this is correct.