



## FORM CRS – CLIENT RELATIONSHIP SUMMARY

SEPTEMBER 2020

### INTRODUCTION

Our firm, Peterson Wealth Management, LLC, is an investment adviser registered with the Securities and Exchange Commission. We feel that it is important for you to understand how advisory and brokerage services and fees differ in order to determine which type of account is right for you. There are free and simple tools available to research firms and financial professionals at [www.investor.gov/CRS](http://www.investor.gov/CRS), which also provides educational materials about investment advisers, broker-dealers, and investing.

### WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE ME?

We are a registered investment adviser that offers investment advisory services to retail investors for an ongoing asset-based fee. Our advisory services include Comprehensive Portfolio Management and Financial Planning & Consulting. If you open an advisory account with our firm, we'll meet with you to understand your current financial situation, existing resources, goals, and risk tolerance. Based on what we learn, we'll recommend a portfolio of investments that is regularly monitored, and if necessary, rebalanced to meet your changing needs, stated goals and objectives. We'll offer you advice on a regular basis and contact you at least annually to discuss your portfolio. Financial planning is included in our Comprehensive Portfolio Management service. We also offer financial planning as a standalone service for an hourly fee. We do not monitor your investments for the standalone Financial Planning & Consulting service.

We manage accounts on a discretionary basis. After you sign an agreement with our firm, we're allowed to buy and sell investments in your account without asking you in advance. Any limitations will be described in the signed advisory agreement. We will have discretion until the advisory agreement is terminated by you or our firm.

We do not restrict our advice to limited types of products or investments nor do we impose requirements for opening and maintaining accounts or otherwise engaging us.

*Additional information about our advisory services is located in Item 4 of our Firm Brochure, which is available online at <https://adviserinfo.sec.gov/firm/summary/285415>.*

**Questions to Ask Us:** 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 those qualifications mean?

### WHAT FEES WILL I PAY?

You will be charged an annual fee applied quarterly based on the value of the investments in your account. Our maximum annual fee for Comprehensive Portfolio Management is 1.75% though it is typically lower. The more assets you have in your advisory account, the higher total fee you will pay. We therefore have an incentive to increase the assets in your advisory account. However, clients with more assets with our firm will generally be charged a lower percentage fee. The specific amount you pay will depend, for example, on the services you receive and the amount of assets in your account. Our firm's fees will be automatically deducted from your advisory account. We do not offer direct invoicing.

Our maximum hourly rate is \$250 for our Financial Planning & Consulting service. The fee paying arrangements are determined on a case-by-case basis.

The custodian that holds your assets may charge you a transaction fee when we buy or sell an investment for you depending on the type of security bought or sold. However, our firm primarily invests in U.S. listed equities and exchange traded funds and Charles Schwab & Co., Inc. does not charge transaction fees for these securities. The custodian's transaction fees are in addition to our firm's fees for our Comprehensive Portfolio Management service.

You may also pay charges imposed by the custodian holding your accounts for certain investments and maintaining your account. Some investments, such as mutual funds and variable annuities, charge additional

fees that will reduce the value of your investments over time. In addition, you may have to pay fees such as “surrender charges” to sell variable annuities.

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 about our fees is located in Item 5 of our Firm Brochure which is available online at <https://adviserinfo.sec.gov/firm/summary/285415>.*

**Questions to Ask Us:** Help me understand how these fees and costs may affect my investments. If I give you \$100,000 to invest, how much will my fees be for a 1-year period?

#### 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:*

Our firm’s financial professionals are registered representatives of M.S. Howells & Co., an unaffiliated broker-dealer. Generally, their services include monitoring or holding transactional business, such as annuities. They receive a fee for this service for certain types of products. Each time they buy or sell a security in a brokerage account they receive a transaction-based fee, commonly referred to as a commission. As a result, they have an incentive to trade as much as possible in order to increase their compensation. However, we will always act in your best interest and only recommend a brokerage account when appropriate. *Additional information about M.S. Howells & Co. is available at <https://www.mshowells.com>.*

Our firm’s financial professionals are licensed insurance agents. As such, they may offer insurance products and receive customary fees as a result of insurance sales. A conflict of interest exists as these insurance sales create an incentive to recommend insurance products based on the compensation that they may earn.

*Additional information about our conflicts of interest is located in Item 10 of our Firm Brochure, which is available online at <https://adviserinfo.sec.gov/firm/summary/285415>.*

**Questions to Ask Us:** How might your conflicts of interest affect me, and how will you address them?

#### HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?

Our financial professionals are compensated based on the revenue our firm earns from their advisory services or recommendations, the amount of client assets they service, and the time and complexity required to meet a client’s needs.

#### DO YOU OR YOUR FINANCIAL PROFESSIONALS HAVE LEGAL OR DISCIPLINARY HISTORY?

No, our firm and financial professionals do not have any legal and disciplinary history to disclose. Visit [www.investor.gov/CRS](http://www.investor.gov/CRS) for a free and simple search tool to research our firm and our financial professionals.

**Questions to Ask Us:** As a financial professional, do you have any disciplinary history? For what type of conduct?

#### ADDITIONAL INFORMATION

You can find additional information about our firm’s investment advisory services on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching CRD #285415. You may also contact our firm at 775-673-1100 to request a copy of this relationship summary and other up-to-date information.

**Questions to Ask Us:** 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?