



## Form CRS Disclosure for Wealth Management Group of North America, LLC June 30, 2020

### Item 1: Introduction

Wealth Management Group of North America, LLC (WMGNA) is a registered investment advisory firm headquartered in the state of Connecticut. WMGNA main office is located at: 10 Talcott Notch Rd, Suite 103, Farmington, CT 06032. WMGNA investment advisory services include financial planning, ongoing advisory, and investment management services. Additional information regarding our services can be found in Item 4 and Item 7 on our [ADV Part 2A](#).

**Brokerage and investment advisory services and fees differ and that it is important for the retail investor to understand the differences. There are free and simple tools available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.**

### Item 2: Relationship and Services

#### What investment services and advice can you provide me?

WMGNA offers financial planning, investment consulting services and investment management on a Non-Discretionary basis. Non-Discretionary investment management means that the client makes the ultimate decision to invest in a specific investment.

**Account Monitoring.** Client financial plans and portfolios are monitored on an ongoing basis.

**Investment Authority.** We manage investment accounts on a non-discretionary basis whereby we will provide advice, but you, the Client, will ultimately decide which investments are bought and sold in your account. You have an unrestricted right to decline to implement any advice provided by our firm. Subsequent buys and sells that are part of the rebalancing process of the portfolio do not need the client's approval.

**Investment Offerings.** We provide advice on various types of investments. Our services are not limited to a specific type of investment and/or product.

**Account Minimums and Other Requirements.** In general, we do not require a minimum dollar amount to open and maintain an advisory account.

**Additional Information: More detailed information about our services can be found in our firm brochure. (ADV Part 2A Items 4 & 7 ) To view our form ADV click this link: <https://adviserinfo.sec.gov/firm/brochure/125765>**

#### *Conversation Starters & Key Questions to Ask Your Investment Advisor:*

- *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?*

### Item 3: Fees, Costs, Conflicts, and Standard of Conduct

#### What fees will I pay?

##### Financial Planning and Consulting Services

We charge on an hourly or flat fee basis for financial planning and consulting services. The total estimated fee, as well as the ultimate fee that we charge you, is based on the scope and complexity of our engagement with you. Our hourly fees are \$150. A minimum of four hours will be charged. Flat fees generally range from \$100 to \$1,000. Flat fees may either be charged monthly in advance or annually in arrears.

##### Investment Management Fee Structure

WMGNA's non-discretionary investment management fees are negotiated, charged in advance, and based on the market value of the assets under management at the end of each quarter and will not exceed 1.50%.

##### Negotiated Fees

Non-discretionary Investment management fees are negotiated between WMGNA and the client, and agreed upon in writing by both parties. Negotiated fees involve the client paying advisory fees to WMGNA in advance prior to services being rendered.

##### Fee Billing

Non-discretionary investment advisory fees are billed quarterly, in advance, based on the average daily balance of the accounts managed by WMGNA. The custodian being used will send a statement to the client(s) with the amount of AUM in each account managed by WMGNA. Clients have the option of paying the fee directly to WMGNA or give WMGNA the authority to deduct the fee due directly from the client's account.

##### Other Fees and Expenses

**Assets Under Advisory (AUA)** - Clients will incur transaction charges for trades executed in their accounts by third party money managers. These transaction fees are separate from advisory fees and will be disclosed by the chosen custodian. Clients may also pay charges imposed directly by a mutual fund, index fund, or exchange traded fund, which shall be disclosed in the fund's prospectus (i.e., fund management fees, initial or deferred sales charges, mutual fund sales loads, 12b-1 fees, surrender charges, variable annuity fees, IRA and qualified retirement plan fees, and other fund expenses). Our firm does not receive a portion of these fees.

**Assets Under Management (AUM)** - WMGNA does not charge additional fees other than the Investment Advisory Fees charged. WMGNA does not receive or share any additional fees or expenses incurred by investment management clients. WMGNA may charge negotiated fees that may differ

from other fee structures. WMGNA clients will incur brokerage and other transaction costs by the custodian. WMGNA does not receive or share in these fees; see [Item 12 of our ADV Part 2A](#) for additional information. WMGNA does not charge additional fees other than the investment management fees listed above and/or fees negotiated separately and agreed to prior. Mutual funds and ETFs have internal fees and expenses, in which WMGNA does not receive or share in these fees. WMGNA clients may incur brokerage and other transaction costs by the custodian. WMGNA does not receive these fees nor do we share in these fees; see ADV 2A Item 12 for additional information. Additional information regarding our services can be found in Item 5 on our ADV Part 2A. <https://adviserinfo.sec.gov/firm/brochure/125765>

**Additional Information:** 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.

*Conversation Starters & Key Questions to Ask Your Investment Advisor:*

- *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 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. An example of a conflict is WMGNA receives additional compensation when a client adds money to increase the accounts value.

*Conversation Starters & Key Questions to Ask Your Investment Advisor:*

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

**How do your financial professionals make money?**

WMGNA investment advisory representatives are compensated based on the amount of client assets (i.e. Cash & Securities) in which they service.

**Additional Information:** Additional information regarding our services can be found in Item 5 on our ADV Part 2A ([Firm Brochure](#)).

**Item 4: Disciplinary History**

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

WMGNA and its investment adviser representatives have no legal or disciplinary history to report. A free and simple tool you can use to research WMGNA or another financial professional can be found at [Investor.gov/CRS](http://Investor.gov/CRS)

*Conversation Starters & Key Questions to Ask Your Investment Advisor:*

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

**Item 5: Additional Information**

**Primary Contact Information**

WMGNA is located at 10 Talcott Notch Rd, Suite 103, Farmington, CT 06032. Mr. Brian Beck is the President of WMGNA and also has the role of investment advisory representative at WMGNA. Clients can call him at (860) 679-5255 or go to [www.wmgna.com](http://www.wmgna.com) for up-to-date information and/or to request the latest copy of our form CRS (ADV Part 3) and/or our firm brochure ([ADV Part 2A & 2B](#)).

*Conversation Starters:*

- *Who is my primary contact person?*
- *Is my primary contact person 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?*