

Generations Wealth, LLC
Customer Relationship Summary – October 2020

Item 1. Introduction

Generations Wealth, LLC (GW) is an investment adviser registered with the U.S. Securities and Exchange Commission. Brokerage and investment advisory services and fees differ; therefore, it is important for you to understand the 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.

Item 2. Relationships and Services

“What investment services and advice can you provide me?”

Description of Services and Monitoring: We provide a variety of income tax and financial planning, Personal CFO, and investment services to retail investors. We recommend each client start our relationship with a Tax Plan, Investment Plan and/or a Comprehensive Financial Plan to help assess their financial situation and recommend strategies to assist in reaching their goals. Upon completion of a plan(s), a client may engage GW for Retainer Services.

An Income Tax Retainer may include preparation and filing of federal, state, and local tax returns, tax payment processing and tracking, tax data organization and archiving, tax planning/optimization, IRA contribution/distributions, and tax notice support.

A Personal CFO Retainer Services directly assists clients in optimizing financial performance of their family’s financial resources by providing reporting, managing liquidity and overall return on investments. The GW CFO serves as a personal financial advocate for the family. Other Personal CFO services include ongoing, comprehensive financial planning analysis, strategy, implementation, coordination of investment, tax, financial planning, risk, and other specialties. GW customizes a variety of financial services on an ‘as needed’ basis by developing a unique client service agreement for each family relationship. The service offering may include financial statement preparation, analysis and reporting, budgeting and cash flow analysis, accounting, bill pay, financial plan updates and monitoring, as well as financial data organization and archiving.

For clients to whom we provide Investment Retainer Services, GW develops a financial profile and an Investment Policy Statement for each client that reflects the clients current financial picture and a look at the future investment objectives and guidelines. As part of our standard services, we monitor the investment accounts daily to keep accounts within a reasonable tolerance of the designated target allocation. Factors that trigger reviews include changes to our investment recommendations, significant changes in market conditions, cash flow considerations and changes to client’s financial situation and/or investment needs.

Investment Authority: GW offers investment management services on both a **discretionary** and **non-discretionary** basis. Discretionary asset management allows us the limited authority to buy and sell investments in your account without asking you each time a transaction is placed. With non-discretionary asset management, we provide investment recommendations but require your specific approval to proceed. You make the ultimate decision regarding the purchase or sale of investments. Our level of authority is determined at the beginning of our relationship with you in our advisory agreement but can be changed upon request.

Investment Offerings: GW’s investment services are largely based on academic studies and research that indicates that markets are efficient and advocates the benefits of using a passive, index-oriented approach to investing. While we can advise on any investment asset, our investment recommendations are primarily mutual funds provided by companies such as Dimensional Fund Advisors, Vanguard, and others, as well as ETFs.

Additional Information: For additional Information, please see our ADV Part 2A (with special emphasis on Items 4 and 7 of Part 2A). <https://adviserinfo.sec.gov/firm/summary/173352>

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?

Item 3. Fees, Costs, Conflicts, and Standard of Conduct

“What fees will I pay?”

GW charges a one-time planning fee between \$1,500 and \$5,000 depending on the level of planning service chosen. For clients who choose an ongoing retainer relationship with us, the planning fee is also called a setup fee because it is required at the onset of a new client relationship. The planning (or setup) fees may include an Income Tax Plan and/or Investment Plan and/or a Financial Plan. The planning (or setup) fees are paid half in advance and the balance following the completion of the work.

GW retainer fees are calculated as a percentage of invested assets or percentage of total assets based on the type(s) of service(s) we provide. The fees are payable quarterly in arrears.

Other Fees and Costs: Some investments, such as mutual funds, impose additional fees that will reduce the value of your investments over time. Those fees may include mutual fund expenses and surrender charges. You may also pay other fees to the custodian of your assets. These include, but may not be limited to, ticket charges on transactions, fees for wire transfers, stop payments, IRA maintenance, duplicate check or statement copies, overnight deliveries, returned checks, and asset transfers.

* Consider asking your financial professional these questions.

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Additional Information: You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce the amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying. More detailed information about our fees and costs are included in our ADV Part 2A (Item 5).

<https://adviserinfo.sec.gov/firm/summary/173352>

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?”

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, our investment recommendations may create 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.

For example, Pamela Clark, Founder and Managing Member of GW, serves as an outsourced financial professional for two private investment entities, New Vista Partners, LLC and EuroVillage, LLC and owns less than 2% interest in each entity. From time to time when appropriate in light of the client’s investment objectives and risk tolerance, GW may recommend investments in New Vista Partners, LLC, EuroVillage, LLC and/or its related entities. Ms. Clark’s role and ownership interest with these companies represents a conflict of interest when she invests or recommends investment of client assets into these companies. However, neither GW, nor Ms. Clark, receives compensation for these referrals and any conflict is further mitigated by providing a detailed offering memorandum explaining any potential conflict as well as providing extensive information about the opportunity.

In addition, our primary custodians for retail investors provide certain research or other investment management tools without charge for maintaining client assets with them. The receipt of such economic benefits by us or our IARs in and of itself creates a potential conflict of interest and may indirectly influence our choice of a particular custodian for custody and brokerage services. To address these potential conflicts of interest, we have developed and implemented a Compliance Program, which includes a review of the services and execution quality we receive from the custodians we recommend.

We only generate revenues from our Investment Services, Income Tax services, Financial Planning Services and Personnel CFO services as described above.

Conversation Starter*

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

These arrangements and additional information about conflicts of interest are discussed in more detail in our ADV Part 2A.

<https://adviserinfo.sec.gov/firm/summary/173352>

“How do your financial professionals make money?”

Our financial professionals are compensated through salaries. We currently do not employ a commission-based compensation nor any non-cash compensation for our professionals which would be more consistent with an active management investment business model. The portion paid to your financial professional does not vary based on the type of investments that are recommended.

Item 4. Disciplinary History

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

No – Neither the Firm nor any of our financial professionals have a disciplinary history. We invite you to visit Investor.gov/CRS for a free and simple search tool to research our Firm and financial professionals.

Conversation Starters*

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

Item 5. Additional Information

We encourage you to seek out additional information about our investment advisory services in our Form ADV Brochure on Investor.gov or adviserinfo.sec.gov. Alternatively, you can call GW at (513) 834-8056 to speak with us directly.

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?