Client Relationship Summary Gaddis Premier Wealth Advisors, LLC (CRD# 317837)

Introduction

Our firm, Gaddis Premier Wealth Advisors, LLC, is registered as an investment adviser with the U.S. Securities and Exchange Commission. Brokerage and investment advisory services and 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.

Relationships and Services

What investment services and advice can you provide me?

Services: We offer investment advisory services to retail investors. These services include wealth management which is a combination of financial planning and investment management. We may also offer financial planning as a stand-alone service. We work closely with you to identify your investment goals, objectives, risk tolerance, time horizons, and financial situation to create a portfolio strategy to develop an investment approach.

Accounts, Investments, and Monitoring: We provide services to individual, joint, retirement, trust, and estate accounts. We primarily use mutual funds, exchange-traded funds, stocks, and bonds in constructing portfolios. We do not make available or offer advice with respect to only proprietary products or a limited menu of products or types of investments. As part of our standard services, we monitor portfolios and securities in accounts on a regular and continuous basis. We also offer to meet with you at least annually, or more frequently, depending on your needs.

Investment Authority: We provide our services on a perpetual and discretionary basis. We execute investment recommendations in accordance with your investment objectives without your prior approval of each specific transaction. Our engagement will continue until you notify us otherwise in writing.

Account Minimums & Other Requirements: We do not require an account or relationship size minimum for you to open/maintain an account or establish a relationship.

Additional Information: For more detailed information on our relationships and services, please see Item 4 – Advisory Services, Item 13 – Review of Accounts and Item 7 – Types of Clients of our Form ADV Part 2A available via our firm's **Investment Adviser Public Disclosure Page**.

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?

Fees, Costs, Conflicts, and Standard of Conduct

What fees will I pay?

Asset-Based Fees: For investment management services, we typically charge an asset-based fee based on a tiered schedule. This fee is prorated and charged quarterly in advance and calculated as a percentage of the value of the cash and investments in your account[s] that we manage. This presents a conflict of interest as we are financially incentivized to encourage you to place more assets in your advisory account as you will ultimately pay more in advisory fees.

Hourly Fees: Our hourly fees for standalone financial planning are at a rate of \$250 per hour. Hourly fees may be invoiced up to fifty percent (50%) of the expected total fee upon execution of the financial planning agreement and the balance invoiced and due upon completion of the agreed upon deliverable[s]. Hourly fees are negotiable based on the nature and complexity of the services to be provided and the overall relationship with us. We provide you with an estimate for total hours and overall costs prior to engaging us for these services.

Fixed Fees: Our fixed project-based fees for standalone financial planning range up to \$5,000. Fixed fees may be invoiced up to fifty percent (50%) of the expected total fee upon execution of the financial planning agreement, with the balance due upon completion of the agreed upon deliverable[s]. Fixed fees are negotiable based on the nature and complexity of the services to be provided and the overall relationship with us. We provide you with an estimate of the total cost prior to engaging us for these services.

Other Fees & Costs: In addition to our advisory fee, you will also be responsible for custody fees, account administrative fees, fees and expenses related to mutual funds and exchange-traded funds and applicable securities transaction fees.

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. For more detailed information on our fees, please see Item 5 – Fees and Compensation of our Form ADV Part 2A available via our firm's Investment Adviser Public Disclosure Page.

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 interests 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 is an example to help you understand what this means.

Our financial professionals are registered representatives of Private Client Services, LLC ("PCS"), a registered broker-dealer. In addition to our services, your financial professional will offer you brokerage services through their separate capacity as a registered representative and will earn commission-based compensation for transactions implemented through PCS. The commissions earned are separate from our advisory fees, which creates a financial incentive to recommend that you implement securities transactions through PCS. You are encouraged to learn more about PCS by reviewing their Client Relationship Summary.

We have advisory personnel who are owners and licensed as insurance agents of our affiliated insurance agency, GPWA Insurance Agency, LLC. In addition to our services, your financial professional may offer you insurance products in their separate capacity as an insurance agent. The fees charged for the implementation of insurance products are separate from, and in addition to, our advisory fees; whereby the insurance affiliate will receive commission-based compensation for products sold through the agency. The profits of GPWA Insurance Agency, LLC are shared amongst the advisory personnel with an ownership interest in the company. Therefore, such individuals have a financial incentive to recommend that you implement insurance products through our affiliate. Furthermore, advisory personnel without an ownership interest may also have a financial incentive to recommend our insurance affiliate due to compensation factors considered in our bonus structure, which are discussed in further detail below.

Additional Information: For more detailed information, please see Item 10 – Financial Industry Activities and Affiliations, Item 12 – Brokerage Practices and Item 14 – Client Referrals and Other Compensation of our Form ADV Part 2A available via our firm's Investment Adviser Public Disclosure Page.

Conversation Starters: 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 an agreed-upon annual salary and bonus structure. The bonus structure takes into consideration factors such as "new money" brought under the firm's management as well as the products and services sold by the financial professional. This means financial professionals have an incentive to increase the asset size in the relationship, solicit new business, and make recommendations based on bonus compensation factors rather than on a client's needs.

Furthermore, certain financial professionals are compensated through their ownership interest in our affiliated insurance agency as described above. These individuals are subject to a conflict of interest to the extent they recommend the implementation of insurance products through the affiliate and, thereby, overall profits of the company.

Disciplinary History

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

Yes. You can visit Investor.gov/CRS for a free and simple search tool to research our firm and our financial professionals.

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

Additional Information

You can find additional information about our investment advisory services by viewing our Form ADV Part 2A available via our firm's <u>Investment Adviser Public Disclosure Page</u>. You can request up to date information and a copy of our Client Relationship Summary by contacting us at 580-745-8133.

Conversation Starters: Who is my primary contact person? Is he or she a representative of an investment advisor? Who can I talk to if I have concerns about how this person is treating me?