

# **WealthKare.com, Inc. dba The WealthKare Investment Center**

## **Form ADV Part 2A – Disclosure Brochure**

**December 1, 2020**

This Disclosure Brochure provides information about the qualifications and business practices of WealthKare.com, Inc. dba The WealthKare Investment Center (“WealthKare”). If you have any questions about the contents of this Disclosure Brochure, please contact us at (814) 542-5433 or by email at [info@wealthkare.com](mailto:info@wealthkare.com).

WealthKare is a Registered Investment Advisor with the States of Pennsylvania, Maryland and Washington. The information in this Disclosure Brochure has not been approved or verified by the U.S. Securities and Exchange Commission (“SEC”) or by any state securities authority. Registration of an investment advisor does not imply any specific level of skill or training. This Disclosure Brochure provides information about WealthKare to assist you in determining whether to retain the Advisor.

Additional information about WealthKare and its advisory persons are available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

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## Item 2 – Material Changes

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### Annual Update

The Material Changes section of this brochure will be updated annually or when material changes occur since the previous release of the Firm Brochure.

### Material Changes since the Last Update

This update is in accordance with the annual filing requirements for Registered Investment Advisors. Since the last update on January 13, 2020, the following is being updated in this brochure filing:

- We have added different levels for financial planning services, consulting services for individuals in their retirement accounts and provided more information on our portfolio management services.
- Items 4 and 5 have been updated to include services and fees for seminars, webinars and education programs.
- Item 4 has been updated to disclose the most recent calculation for client assets under management.
- Item 7 has been updated to disclose our minimum account size.
- Item 16 has been updated to indicate we do not have discretion on client accounts.

### Full Brochure Available

This firm Brochure being delivered is the complete brochure for the Firm.

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## **Item 4 – Advisory Services**

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### **A. Firm Description**

WealthKare.com, Inc. (“WealthKare” or the “Advisor”) was founded in January 1997, began offering services as a Registered Investment Advisor in October 2001, and is owned and operated by President, Bruce J. Smith III. This Disclosure Brochure provides information regarding the qualifications, business practices, and the advisory services provided by WealthKare.

**WealthKare is an independent legal fiduciary advisory company specializing in tax-smart strategies for effective wealth planning. We believe that a comprehensive tax-inclusive approach to a consumer’s financial situation yields healthier financial and investment decisions.**

Our programs utilize a combination of wealth planning tools in concert with certain proprietary elements of our Get MORE Retirement® program to help analyze the client’s current financial situation and prepare forward looking strategies. The unique designs we create for each client include not only wealth creation opportunities from potential portfolio growth mechanisms but provide additional value from opportunities to conserve a client’s wealth by identifying opportunities for reducing the long-term cost of market related losses, fee expenses, and future tax expenses on their portfolio.

### **B. Types of Advisory Services**

WealthKare offers investment advisory services to individuals, high net worth individuals, trusts, estates, pension and profit-sharing plans, charitable organizations and businesses (each referred to as a “Client”). WealthKare specializes in planning and providing customized programs for individuals and small businesses who are seeking personalized strategies that may include asset protection from market volatility, reasonable rates of return on investments, stable and sustainable retirement income streams, and advanced Income Tax planning. The simplicity of the Get MORE Retirement® program helps provide the client with tailored advice coupled with an easy to understand approach for the planning and implementation of their custom solutions.

### **ACCOUNT PORTFOLIO MANAGEMENT**

WealthKare utilizes a proprietary wealth management and education system called Get MORE Retirement® which was developed using the observations from over 30 years of experience in wealth planning and management. Get MORE Retirement® is a 10 Step program designed to systematically assess consumer needs and develop strategies in the areas of personal wealth planning and management. The program provides a comprehensive logical framework to guide consumers and advisors in identifying opportunities to help maximize the potential lifetime benefits from investment and retirement portfolios.

WealthKare utilizes a proprietary wealth management and education system called Get MORE Retirement® which was developed using the observations from over 30 years of experience in wealth planning and management. Get MORE Retirement® is a 10 Step program designed to systematically assess consumer needs and develop strategies in the areas of personal wealth planning and management. The program provides a comprehensive logical framework to guide consumers and advisors in identifying opportunities to help maximize the potential lifetime benefits from investment and retirement portfolios.

### **Portfolio Design Assessment**

For portfolio development, WealthKare uses many of the traditional tools in assessing various suitability factors for the consumer to help develop an asset allocation for their portfolio. Unlike traditional designs which may subject the consumer to unnecessary and harmful market risk, our primary design objective focuses on mitigating future market losses. Rather than measure a portfolio’s performance solely on the returns gained, we believe that a better measure is to evaluate the risk-adjusted return. This allows us to make capital preservation a

leading goal with portfolios designs and provides a more balanced approach by considering a portfolio's upside and downside potential.

Suitability is critically important in the pre-retirement and retirement financial planning arena. Suitability determinations can fail when important factors or information have been omitted or overlooked. The Get MORE Retirement® program uses broad suitability data that complements our "Bundled" Wealth Management Strategy. This comprehensive suitability approach takes into account the combined long-term financial impact of Market RISK Exposure, Management FEES, Income TAXES, and capital drawdown for INCOME. We focus on these areas as they are the primary factors which are manageable by the consumer and/or advisor.

By focusing on these four areas, we are able to create planning and management that is both efficient and effective. It not only simplifies the process but can enhance the communications between advisor and consumer as well. This approach provides a balanced assessment ensuring that the advisor and Client are considering not only the individual strengths and weaknesses of a particular program or strategy, but also consider related opportunities and threats presented by a variety of external market and portfolio related variables. Failure to consider and understand those weaknesses and threats are key factors which can have a negative impact on both suitability and long-term performance potential.

WealthKare's recommendations are based on the specific needs of each Client. A higher level of planning and management is achievable with a truly comprehensive strategy which includes minimizing the long-term expense and impact of TAXES- a factor which, in our experience, is often overlooked or ignored in other plan designs.

#### Market RISK Awareness

A common concern among pre-retirees and retirees is the fear of running out of money during retirement. Our goal is to assist clients with advice that leads to financial security during retirement. Unfortunately, too many retirement strategies use risk-based portfolios that may NOT properly address these goals and concerns. Our Portfolio DNA® analysis allows us to understand the average historical return of a portfolio during a full market cycle along with a Risk volatility factor (Standard deviation for the same period). With this data, we are able to explore alternative portfolio design options which had produced similar returns with less market volatility during the same period.

While past performance is not an indicator or guarantee of future market related performance, we are able to design a portfolio more in line with the goal of market Risk mitigation. The Get MORE Retirement® system also helps expose consumers to a broader universe of both traditional and alternative strategies that may be suitable in helping to protect assets and reduce the Risk exposure of their retirement and investment dollars.

We have partnered with eMoney Advisor as a tool for financial planning and comprehensive tax-inclusive projections for our clients. This tool is one of the most innovative in the industry and allows our advisors to provide up-to-date, interactive and in-depth planning strategies to help our clients track their goals. eMoney Advisor LLC is a Fidelity Investments company and an affiliate of Fidelity Brokerage Services LLC and National Financial Services LLC.

Based on the combined data analysis from eMoney and other planning platforms, WealthKare evaluates and designs customized investment advisory solutions for its Clients. WealthKare's initial allocation of assets is made after identifying which of our available wealth management strategies is most suitable for a client's situation.

WealthKare's investment strategy is primarily long-term focused, but the Advisor may buy, sell or re-allocate positions that have been held less than one year to meet the objectives of the Client or due to market conditions. WealthKare will construct, implement and monitor the portfolio to ensure it meets the goals, objectives, circumstances, and risk tolerance agreed to by the Client. Each Client will have the opportunity to place reasonable restrictions on the types of investments to be held in their respective portfolio, subject to the acceptance by the Advisor.

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WealthKare evaluates and selects assets for inclusion in Client portfolios only after applying their internal due diligence process. WealthKare may recommend, on occasion, redistributing investment allocations to diversify the portfolio. WealthKare may recommend specific positions to increase sector or asset class weightings. The Advisor may recommend employing cash positions as a possible hedge against market movement, which may adversely affect the portfolio. WealthKare may recommend selling positions for reasons that include, but are not limited to, harvesting capital gains or losses, business or sector risk exposure to a specific security or class of securities, overvaluation or overweighting of the position[s] in the portfolio, change in risk tolerance of Client, generating cash to meet Client needs, or any risk deemed unacceptable for the Client's risk tolerance.

#### FEE Expense/Value Awareness

WealthKare is very sensitive to cost throughout this process and seeks to achieve maximum value for their Clients by reducing the total portfolio management expenses when possible. Consumers should not only understand the cumulative lifetime expense from management Fees, but the long-term impact from their drag on portfolio performance. During up market periods, performance is eroded by Fees to produce a lower net returns during up market periods. During down market periods, the impact of Fees can be seen as an additional loss factor.

The evaluation of Fee suitability requires an understanding of the expected value in return for the Fee expense. Warren Buffet credits his long-time mentor, Ben Graham, with teaching him a fundamental lesson of investing, "Price is what you Pay, Value is what you Get". It is a challenge to assign a tangible value for investment advice alone since future performance is always unknown. When Tax planning is part of the overall management strategy, there may be additional opportunities to realize additional tangible value from reduced lifetime Income Tax expenses. Tax planning may also provide opportunities to increase value from the planning and management process. It is important for consumers to have transparency for the expense of Fees within their portfolio and to compare with what we believe are high-value advisory recommendations.

#### TAX Impact Awareness

Over the past few decades, we have seen a dramatic shift in the Tax category of assets within the modern portfolios. Since the inception of personal retirement accounts, consumers have been advised to "pay taxes later". The buildup of tax obligations inside of these retirement accounts has created an additional planning and management need for consumers who have a high percentage of their portfolio assets in a tax-deferred status. The accounts would include platforms such as IRA's, 401(a) and 401(k) plans, 403(b) workplace plans, and other personal or workplace tax-deferred accounts.

WealthKare takes investment and retirement planning to a higher level for the average consumer by using technology to providing tax inclusive solutions that were previously reserved for wealthy families and individuals. With over 30 years of experience in developing plans, we see advanced tax planning in less than 5% of the plans we review each year. **The importance of tax guidance is seen on most investment and retirement statements with a disclaimer similar to this: "WE DO NOT PROVIDE TAX ADVICE. YOU SHOULD CONSULT WITH YOUR OWN TAX ADVISOR BEFORE ENGAGING IN ANY TRANSACTION".**

We believe the continued accumulation of significant tax-deferred wealth mandates the inclusion of Tax planning to understand the projected lifetime Tax cost for these programs during the consumers lifetime as well as the burden for a surviving spouse or their heirs.

Many retired consumers adopt the default "pay-as-you-go" approach to satisfy these accumulated Tax obligations. This type of slow repayment plan may not be the best strategy to help achieve the goal of maximizing the lifetime benefits from a portfolio.

WealthKare have developed proprietary tools to help assess the lifetime impact of this Tax burden as a baseline to help in developing our forward-looking tax-advantaged wealth strategies. From our experience, significant tangible benefits are often realized by minimizing the expense of these deferred Tax obligations for those retired consumers.

Our specialized Tax Freedom™ planning helps provides clients with alternative strategies to satisfy their retirement tax obligations. Inputs from onboarding questionnaire data, tax returns, and interview notes come together allow us to provide tailored recommendations after analyzing a variety of strategy combinations to finalize a plan for each client.

By comparing different Tax planning strategies, we may be able to identify opportunities that could reduce the lifetime Income Tax expense for the client by tens or even hundreds of thousands of dollars. Our customized Tax Freedom™ planning strategy fills an important void created by planning or management strategies that may have ignored or overlooked this important wealth preservation opportunity.

#### Suitable and Stable Income Awareness

The development of a portfolio to provide a successful lifetime Income strategy is a significant challenge for both advisors and consumers. While previous generations had a stable income in the form of a pension, today's consumer must thoroughly assess the long-term impact of volatile markets, inflation, unforeseen future expenses, and higher potential future Taxes to find the most suitable solution for their needs.

The accumulated wealth in a portfolio must be able to sustain income needs for the next ten, twenty, thirty years or even more. When everyone has their own unique financial situation, use of a "one-size-fits-all" investment plan can be detrimental. With the Get MORE Retirement® program as a guide, we are able to partner with a client to develop a clear vision of what they want from retirement and establish a financial strategy to help them get there. Our Income planning includes our Results in Advance® stress testing as we subject their Income plan to volatile future market scenarios, higher future Tax rate scenarios, premature death of a spouse scenarios and the combined impact of these stresses to best evaluate long-term stability for their plan.

**Prior to rendering investment advisory services, WealthKare will ascertain, in conjunction with the Client, the Client's financial situation, risk tolerance, tax bracket, and investment objective[s].**

WealthKare's client service model includes a variety of discovery, implementation and monitoring components.

- **WealthKare Traditional Retirement Tax Freedom™ Portfolio Program**

WealthKare is sensitive to the growing need for retirees to maximize the potential lifetime benefits from their assets. We believe that Risk and Tax management factors become more critical as a Client nears or enters retirement.

Regardless of age, the assessment of Risk-adjusted performance for a Client is a key component in any sound financial plan. Numerous risks exist in both the Equity and Bond Markets, which supply a portfolio's individual assets as well as the internal holdings for many mutual funds. Today's technology enabled financial research gives consumers access to a much broader universe of Risk mitigation strategies and solutions. For this portfolio, we continually evaluate available traditional and investment solutions to give us the broadest universe of market related choices to develop our personalized portfolio designs.

This program develops a portfolio of investments from a proprietary WealthKare selection criterion. From these possible choices, we develop a target asset allocation for your portfolio suited to your individual risk tolerance, goals, and management style. As we manage your account, your actual asset allocation will deviate around your target asset allocation. We maintain ongoing monitoring of the key factors and the management of your portfolio holdings, as well as the overall asset allocation model. We maximize flexibility and cost-control by the use of institutional class, no-load and load-waived funds and ETF's. Failure to meet our ongoing criteria metrics will cause an asset manager or holding to be replaced.

Asset Allocation Accounts are re-balanced and re-optimized when deemed necessary by the Advisor. Re-balancing is accomplished by reallocating assets to target percentages and re-optimizing involves setting new target asset category percentages. It is the Client's responsibility to notify WealthKare

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promptly of any change to the information provided by the Client, including any change to any investment objectives, risk tolerance, investment time horizon, and any investment policies, guidelines or reasonable restrictions. WealthKare will honor Client restrictions unless those restrictions impair the Advisor's ability to manage Client assets.

When the majority of a portfolio's assets are identified as Tax deferred (Pay Taxes Later) holdings, it is important to explore Tax planning that will determine the expected lifetime Income Tax cost to the consumer as well as any alternative strategies which could result in the savings of tens or even hundreds of thousands of dollars during a retirement lifetime.

The Tax planning may also produce additional benefits in the form of Tax-Free growth, reduced Social Security Taxation, and reduce or even eliminate the overpayment of Taxes by heirs under newly enacted Tax rules for beneficiaries.

For non-retirement portfolios, advanced financial planning strategies may be able to provide deferral or control of the taxable income generated. WealthKare offers blended portfolio designs to meet these risk-reduction, tax efficient, or Client-specific planning needs. We can utilize offerings from both portfolio custodians and/or outside vendors to accomplish the Clients' goals.

- **WealthKare Blended Retirement Risk Mitigation Tax Freedom™ Portfolio Program**

WealthKare is sensitive to the growing need for retirees to maximize the potential lifetime benefits from their assets. We believe that Risk and Tax management factors become more critical as a Client nears or enters retirement.

Regardless of age, the assessment of Risk-adjusted performance for a Client is a key component in any sound financial plan. Numerous risks exist in both the Equity and Bond Markets, which supply a portfolio's individual assets as well as the internal holdings for many mutual funds. Today's technology enabled financial research gives consumers access to a much broader universe of Risk mitigation strategies and solutions. For consumers seeking broad-based solutions tailored to their specific goals and objectives, it is critical for Financial Professionals to provide access to an open investment and financial product platform.

The limited scope of only stock and bond market related choices can make it difficult to offer the creative solutions that clients are seeking. Our broad, open-product research platform give us a competitive edge in helping to address our client's needs and ensure access to the appropriate solutions for our portfolio designs.

In recent years there has been an increased focus on the asset class of Principal Protected Growth Assets. This class of assets is available in all of the primary financial channels (Wall Street, Banks, Insurance Companies, Etc.). Academic research studies have shown the suitability for these types of assets for their ability to perform similar to bonds while smoothing the return pattern for a portfolio. As a bond alternative, this asset class can be an effective tool in reducing the volatility and offer asset protection for a portion of assets with the portfolio design. This is an important consideration when testing portfolio durability during steep market declines or long periods of market underperformance.

When the majority of a portfolio's assets are identified as Tax-deferred (Pay Taxes Later) holdings, it is important to explore Tax planning that will determine the expected lifetime Income Tax cost to the consumer as well as any alternative strategies which could result in the savings of tens or even hundreds of thousands of dollars during a retirement lifetime. The Tax planning may also produce additional benefits in the form of Tax-Free growth, reduced Social Security Taxation, and reduce or even eliminate the residual tax burden for heirs under the newly enacted Tax rules (SECURE Act).

For non-retirement portfolios, advanced financial planning strategies may be able to provide deferral or control of the taxable income generated. WealthKare offers blended portfolio designs to meet these risk-

reduction, tax efficient, or Client-specific planning needs. We can utilize offerings from both portfolio custodians and/or outside vendors to accomplish the Clients' goals.

As a Client of WealthKare, you will be able to access custodian websites as well as our web site ([www.wealthkare.com](http://www.wealthkare.com)) to view your current account information. Access to your eMoney personal website is given via a gateway on our website. Custodians are responsible for their access program and we direct you to their dedicated sites for the most up to date data. This service is offered as a courtesy, and we will not be held responsible for access problems. All clients are advised to have a direct login for timely information flow. General information regarding how to obtain secured web access to your account is provided to you after we accept your account.

### **ASSETS HELD AWAY**

WealthKare offers services to clients on assets not held with WealthKare's custodian. For example, qualified plans, 401(k)s, 403(b)s, etc. WealthKare will work with individuals on determining their individual investment goals, time horizons, objectives, and risk tolerance. Investment strategies, investment selection, and asset allocation are based on the above factors. The accounts will be monitored on at least a quarterly basis.

WealthKare reviews these accounts by the client providing permission to have the account information fed to the firm via data feeds. The Firm then provides advice to the Client regarding recommended trades based on the investment options available in the plan. WealthKare does not have access to execute trades, the execution of trades is at the discretion of the client. If the client prefers, they can meet with their advisor and login to their account and have their advisor assist them with the trades.

### **SOLICITOR SERVICES**

WealthKare solicits the services of third party money managers to manage client accounts. In such circumstances, WealthKare receives solicitor fees from the third party money manager. WealthKare acts as the liaison between the client and the third party money manager in return for an ongoing portion of the advisory fees charged by the third party money manager.

WealthKare helps the client complete the necessary paperwork of the third party money manager, provides ongoing services to the client, will provide the third party money manager with any changes in client status as provided to WealthKare by the client and review the quarterly statements provided by the third party money manager. WealthKare will deliver the Form ADV Part 2, Privacy Notice and Solicitors Disclosure Statement of the third party money manager. Clients placed with third party money managers will be billed in accordance with the third party money manager's fee schedule which will be disclosed to the client prior to signing an agreement. This is detailed in Item 10 of this brochure.

### **FINANCIAL PLANNING AND CONSULTING SERVICES**

WealthKare offers a variety of financial planning services to individuals and families, pursuant to a written Financial Planning or Consulting Agreement. Services are offered in several areas of a Client's financial situation, depending on their goals, objectives and financial situation.

Financial planning and consulting recommendations may pose a potential conflict between the interests of the Advisor and the interests of the Client. Clients are not obligated to implement any recommendations made by the Advisor or maintain an ongoing relationship with the Advisor. If the Client elects to act on any of the recommendations made by the Advisor, the Client is under no obligation to effect the transaction through the Advisor.

WealthKare offers the following planning services:

- **Get MORE Retirement® Planning**

A Get MORE Retirement® plan is truly a plan designed to last a lifetime. If there is only one factor that everyone will experience during their retirement years, it is change. Most financial plans are able to

absorb the bumps that come along with small changes in retirement needs or goals. The true stress test for a retirement plan is what happens when there is a big or possibly a catastrophic change in the needs or goals.

The Get MORE Retirement® plan provides powerful interwoven tools to bring the portfolio management elements, current and future income needs, and family specific goals together. Once assembled, the plan will allow us to look into the future and see how all of the pieces come together to provide for those needs and goals. Our Results in Advance® testing allows the client to see how durable their portfolio should one or several unplanned financial pitfall events occur. It can provide an unbiased analysis to identify areas of weakness as well as areas for possible improvement.

The Get MORE Retirement® plan is built to be a living, breathing plan that will follow you wherever the retirement road takes you. It excels at keeping the planning process simple and easy for everyone to understand, in case of an incapacitation or even a death. The plan is constantly updatable and able to consider multiple financial scenarios. It not only continues to serve the client also allows us to stress test the plan for future or impending potential pitfalls. Plans or consultations are typically completed within six months of contract date, assuming all information and documents requested are provided promptly.

WealthKare's Get MORE Retirement® plan considers all of the following planning elements (when applicable):

1. Get MORE Retirement® Planning overview and summary
2. Comprehensive Planning Summary
3. Get MORE Retirement® Portfolio DNA® Monte Carlo Comparison Analysis
4. Current Portfolio Portfolio DNA® Analysis
5. Risk Mitigated Portfolio DNA® Analysis
6. Detailed Kwanti Market Cycle Performance Analysis
7. Morningstar® Portfolio X-Ray Analysis
8. Active Management Design Portfolio DNA® Alternative
9. Blended Assets Design Portfolio DNA® Alternative
10. Retirement Cost- Current Planning with Management FEES and TAX Expenses

- **TAX Freedom™ Planning**

The goal at WealthKare is to deliver an exceptional client experience with high-value advisory services. Our TAX Freedom™ comprehensive planning package hits all of the marks to accomplish those goals. This level of planning is typically seen in the planning for high net-worth or high-income families and individuals. By using the latest available technology and certain WealthKare proprietary elements, the TAX Freedom™ planning is designed to provide you with a deeper understanding of your financial picture.

Understanding the current and future Tax specifics for a client can reveal incredible financial opportunities and vulnerabilities for those clients. All too often, financial plans maintain a singular focus on a client's wealth and fail to analyze their tax situation before making investment recommendations. Our firm has the specialized knowledge, experience and tools to use tax planning as a key factor in strengthening our client's financial situation. Instead of a one-dimensional investment plan, we bundle a collection of strategies that come together as your personal path to successfully maximize the lifetime benefits from your retirement and investment accounts. This becomes a timely opportunity for a broader portion of the general consumer market due to the increasing dependency on retirement assets to successfully provide a suitable and stable income for an extended period of time.

Preparing for the unexpected is one of the most important aspects of financial services, but it can also be one of the most complex. Many factors come into play with modern retirement planning- factors that

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may not have existed or been considered relevant in the past. A retirement plan today must be able to endure a host of unknown variables in addition to traditional market Risk. While a portfolio's principal and gains may be projected to be adequate in meeting the current needs for a retiree, those same assets can become stressed to the breaking point with the addition of:

- Inflation
- Taxation
- Underperforming future markets
- Higher future tax rates
- Loss of stable income sources with the death of a spouse
- Higher healthcare costs
- Taxation of Social Security benefits
- Higher tax rates for a single surviving spouse
- Other unplanned financial obstacles

There are two ways to maximize the financial benefits from a portfolio. Investment planning typically focuses on opportunities to make money in the form of profits and gains on the portfolio assets. Comprehensive tax inclusive wealth planning brings the added benefit of exploring opportunities to conserve capital by reducing the cost of expenses and other obligations. A Tax Freedom™ plan explores those additional opportunities by reducing the expense of market loss exposure, taxes, and excessive management fees and allowing the conserved capital to remain available to for growth as well as future known and unforeseen financial obligations. Plans or consultations are typically completed within thirty days of contract date, assuming all information and documents requested are provided promptly.

WealthKare's Tax Freedom™ plan considers all of the following planning elements (when applicable):

1. **Tax FREEDOM™** Planning overview and summary
  2. **Tax FREEDOM™** Comprehensive Planning Summary
  3. Portfolio DNA® Monte Carlo Comparison Analysis
  4. **Tax FREEDOM™** Combined Risk and Tax Management Comparison Summary
  5. **Tax FREEDOM™** SECURE Act Beneficiary Taxation Comparison
  6. Current Portfolio Portfolio DNA® Analysis
  7. Risk Mitigated Portfolio DNA® Analysis
  8. Detailed Kwanti Market Cycle Performance Analysis
  9. Morningstar® Portfolio X-Ray Analysis
  10. Active Management Design Portfolio DNA® Alternative
  11. Blended Assets Design Portfolio DNA® Alternative
  12. Current Income TAX Metrics and Retirement TAX DEBT Assessment
  13. TAX Planning Comparison: Uncle Sam Pay-As-You-Go vs. **Tax FREEDOM™**
  14. Retirement Cost- Current Planning with Management FEES and TAX Expenses
  15. Retirement Cost- **Tax FREEDOM™** Plan with Management FEES and TAX Expenses
- **Ongoing Comprehensive Financial Planning (stand-alone service)**  
Ongoing Comprehensive Financial Planning may encompass one or more areas of need, including, but not limited to investment planning, retirement planning, personal savings, education savings and other areas of a Client's financial situation.

A financial plan developed for or financial consultation rendered to the Client will usually include general recommendations for a course of activity or specific actions to be taken by the Client. For example, recommendations may be made that the Client start or revise their investment programs, commence or alter retirement savings, establish education savings and/or charitable giving programs.

WealthKare will provide a written summary of Client's financial situation, observations, and recommendations.

Ongoing planning services will provide for annual updating of the clients then current financial and lifestyle situation as well as any changes in their future financial goals and objectives. Their planning will be modified to accommodate these changes, and a presentation of the updated impacts and projections will be interactively shown and discussed with the client.

- **Project-Based Financial Planning Hourly**

WealthKare provides limited scope project-based planning and consulting services for clients not in need of ongoing comprehensive planning services. The services may include, but are not limited to retirement planning, insurance and risk planning, tax planning, debt reduction, budgeting, selecting group benefits. Services are typically completed within thirty days of contract date, assuming all information and documents requested are provided promptly.

### **EDUCATIONAL SEMINARS**

WealthKare offers seminars to organizations and the public on a variety of financial topics. The seminars are educational in nature and no specific investment or tax advice is given.

### **WEBINARS**

WealthKare offers webinars to organizations and the public on a variety of topics. The webinars are educational in nature and no specific investment or tax advice is given.

### **VIRTUAL VIDEO NEWSLETTER SUBSCRIPTION**

WealthKare offers both monthly and quarterly virtual video newsletters to organizations and the public for a subscription fee. Individual subscription services also include a single one-hour annual consultation with an advisor.

### **VIRTUAL EDUCATION PROGRAMS**

The Get MORE Retirement® virtual education program may be offered as a web-based solution for organizations and the public covering a variety of financial planning and management topics.

### **BOOK SALES**

The Get MORE Retirement® process is featured in a hardbound book authored by WealthKare founder, Bruce Smith III. Create Wealth Retain Wealth™ is available on Amazon. The book may be offered for sale as part of any or all Seminars, Webinars, Virtual Education Programs, Speaking engagements as well television or radio programming or advertising.

If a client has not received a copy of this brochure at least 48 hours prior to signing an agreement, the client has five business days in which to cancel the agreement, without penalty.

### **C. Client Tailored Services and Client Imposed Restrictions**

The goals and objectives for each Client are documents in our Client files. Investment strategies are created that reflect the stated goals and objectives. Clients may impose restrictions on investing in certain securities or types of securities. Agreements may not be assigned without prior written consent.

### **D. Wrap Fee Programs**

WealthKare does not manage or place Client assets into a wrap fee program. Investment management services are provided directly by WealthKare.

## E. Client Assets Under Management

As of September 30, 2020, the most recent date for which such calculations are provided pursuant to securities regulations, WealthKare managed the following assets:

Assets Under Management	Assets
Discretionary Assets	\$0
Non-Discretionary Assets	\$21.3 M
<b>Total</b>	<b>\$21.3 M</b>

The majority of client assets are placed with third party money managers and those assets are not included in the Client Assets under management figures shown above. Clients may request more current information at any time by contacting the Advisor.

## Item 5 – Fees and Compensation

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The following paragraphs detail the fee structure and compensation methodology for investment management. Each Client shall sign an Investment Advisory Agreement that details the responsibilities of WealthKare and the Client.

### A. Method of Compensation and Fee Schedule

WealthKare bases its fees on a percentage of assets under management, hourly charges and fixed fees. Pursuant to WAC 460-24A-145, if a client does not receive the ADV Part 2 at least 48 hours prior to entering into an investment advisory agreement, the advisory client has a right to terminate the contract without penalty within five (5) business days after entering into the contract.

### ACCOUNT PORTFOLIO MANAGEMENT and ASSETS HELD AWAY

Investment Advisory Fees are paid quarterly in advance of each quarter pursuant to the terms of the Investment Advisory Agreement. Investment Advisory Fees are based on the market value of assets under management at the end of the prior calendar quarter. The annual fee is negotiable, Investment Advisory Fees will be no more than 2.25%. Factors that may influence a negotiated annual fee include, but are not limited to, investment complexity, investment objectives or needs of the client, legacy accounts, and household accounts. Typically accounts that require more frequent analysis will be charged a higher annual fee while accounts that require less frequent analysis will be charged a lower annual fee. Additionally, relationships with multiple objectives, specific reporting requirements, portfolio restrictions and other complexities may be charged a higher fee. Pursuant to WAC 460-24A-220(10) these fee(s) may be higher than normally charged in the industry. Similar services may be offered by another adviser at a lower fee.

Investment Advisory Fees in the first quarter of service are prorated to the inception date of the account to the end of the first quarter. Fees may be negotiable at the discretion of the Advisor. The Client's fees will take into consideration the aggregate assets under management with Advisor. All securities held in accounts managed by WealthKare will be independently valued by the designated Custodian. WealthKare will not have the authority or responsibility to value portfolio securities.

### SOLICITOR FEES

WealthKare may at times use the services of third party money managers and receive a solicitor fee for soliciting clients. This is detailed in Item 10 of this brochure.

## **FINANCIAL PLANNING AND CONSULTING SERVICES**

- **Get MORE Retirement® Planning**

The fee for Get MORE Retirement® Planning is \$2,500. WealthKare, at their sole discretion, may waive or reduce this fee. The fee is payable upon execution of the agreement.

WealthKare Risk-Free Planning Guarantee: After presentation of the actual plan, the client is given the option of accepting or not accepting delivery of their plan. A full refund will be available to any client who does not see adequate value in the planning by rejecting delivery of the plan and any recommended action items.

- **TAX Freedom™ Planning (\$4,000 upon agreement) presentation of plan**

The fee for TAX Freedom™ Planning is \$4,000. WealthKare, at their sole discretion, may waive or reduce this fee. The fee is payable upon execution of the agreement. WealthKare Risk-Free Planning Guarantee:

After presentation of the actual plan, the client is given the option of accepting or not accepting delivery of their plan. A full refund will be available to any client who does not see adequate value in the planning by rejecting delivery of the plan and any recommended action items.

- **Ongoing Comprehensive Financial Planning (stand-alone service)**

Ongoing Financial Planning consists of an upfront charge of \$2,500 and an ongoing fee that is paid monthly, in arrears, at the rate of \$250 per month. The fee may be negotiable in certain cases. Fees for this service may be paid by electronic funds transfer or check. This service may be terminated with 30 days' notice. Since fees are paid in arrears, no refund will be needed upon termination of the service.

The upfront portion of the Comprehensive Financial Planning fee is for Client onboarding, data gathering, and setting the basis for the financial plan. This work will commence immediately after the fee is paid and will be completed within the first 30 days of the date the fee is paid. Therefore, the upfront portion of the fee will not be paid more than 6 months in advance. In the event of early termination within the first 30 days of the date the fee is paid, the upfront portion of the fee would be refunded to the client based on the number of hours the Advisor worked multiplied against an hourly rate of \$250.00 subtracted from the total \$2500.00 upfront charge. For example, if the Advisor has spent 5 hours performing onboarding, data gathering, and setting the basis for the financial plan prior to the Client terminating the service within the first 30 days of the date the fee is paid, the Client's total fee would be \$1250.00 (5hrs x \$250.00). Therefore, the client would be refunded \$1250.00 (\$2500.00 upfront charge minus \$1250.00 fee for hours worked).

- **Project-Based Financial Planning Hourly**

Project-Based Financial Planning is offered for an hourly rate of \$250 per hour. The fee may be negotiable in certain cases depending on complexity and the needs of the client. The total fee will be estimated based on the hourly rate and the number of hours estimated to complete the project. Half of the fee is due at the beginning of the process and the remainder is due at completion of work, however, WealthKare will not bill an amount above \$500.00 more than 6 months in advance. In the event of early termination any prepaid but unearned fees will be refunded to the Client and any completed deliverables of the project will be provided to the Client and no further fees will be charged.

## **EDUCATIONAL SEMINARS**

Seminars are offered to organizations and the public on a variety of financial topics. Fees range from free to \$2,000 per seminar and/or **BOOK SALES**

The book may be offered at full retail price of \$79.95 or include discount offers. The book may be offered without cost to various charities, organizations, or consumers at the discretion of WealthKare advisors.

## **B. Client Payment of Fees**

### **ACCOUNT PORTFOLIO MANAGEMENT**

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Investment Advisory Fees will be automatically deducted from the Client Account by the designated Custodian. The Advisor shall send an invoice to the Custodian indicating the amount of the fees to be deducted from the Client Account at the respective quarter end date. The amount due is calculated by applying the quarterly rate (annual rate divided by 4) to the total assets under management with WealthKare at the end of each quarter. Clients will be provided with a statement, at least quarterly, from the Custodian reflecting deduction of the Investment Advisory Fee. In addition, the Advisor will provide the Client a report itemizing the fee, including the calculation period covered by the fee, the account value and the methodology used to calculate the fee. This fee report will be sent to the client at the same time the custodian is notified to deduct the fee from the Client's account. The Client is urged to compare the report sent by WealthKare to the statement sent by the custodian to verify the accuracy of the fees listed on the custodian's brokerage statement. Clients provide written authorization permitting WealthKare to be paid directly from their accounts held by the Custodian as part of the Investment Advisory Agreement and separate account forms provided by the Custodian.

### **ASSETS HELD AWAY**

Fees for Assets Held Away can be deducted from another non-qualified account managed by WealthKare or paid direct to WealthKare by electronic funds transfer or check.

### **ALL FINANCIAL PLANNING, WEBINARS, EDUCATIONAL SERVICES AND SUBSCRIPTION SERVICES**

Fees for all planning, webinars, educational services and subscription services may be paid by electronic funds transfer or check.

### **C. Additional Client Fees Charged**

Clients may incur certain fees or charges imposed by third parties, other than WealthKare, in connection with investments made on behalf of the Client's account[s]. The Client is responsible for all custodial and securities execution fees charged by the custodian and executing broker-dealer. The Investment Advisory Fee charged by WealthKare is separate and distinct from these custodian and execution fees.

In addition, all fees paid to WealthKare for investment advisory services are separate and distinct from the expenses charged by mutual funds and exchange-traded funds to their shareholders, if applicable. These fees and expenses are described in each fund's prospectus. These fees and expenses will generally be used to pay management fees for the funds, other fund expenses, account administration (e.g., custody, brokerage and account reporting), and a possible distribution fee. A Client could invest in these products directly, without the services of WealthKare, but would not receive the services provided by WealthKare which are designed, among other things, to assist the Client in determining which products or services are most appropriate to each Client's financial situation and objectives. Accordingly, the Client should review both the fees charged by the fund[s] and the fees charged by WealthKare to fully understand the total fees to be paid.

### **D. Prepayment of Client Fees**

WealthKare does not require any prepayment of fees of more than \$500 per Client and six months or more in advance. Any unearned, prepaid fees will be refunded to the Client.

### **E. External Compensation for Sales of Securities to Clients**

Affiliated Representatives of WealthKare are also licensed as insurance professionals. Insurance recommendations are implemented separate and apart from their role with WealthKare. As insurance professionals, advisory persons may receive customary commissions and other related revenues from the various insurance companies whose products are sold based on those recommendations. These commissions are separate and distinct from any advisory fees charged.

These practices represent conflicts of interest because it gives an incentive to recommend investment products (insurance) based on the commission amount received, rather than on a client's needs. This conflict is mitigated



by disclosures, procedures, and the firm's fiduciary obligation to place the interests of the client first, always addressing the needs of the client. Clients are not required to purchase any products. Clients have the option to purchase these products through another insurance agent of their choosing.

## **Item 6 – Performance-Based Fees and Side-By-Side Management**

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WealthKare does not charge performance-based fees for its investment advisory services. The fees charged by WealthKare are as described in Item 5 – Fees and Compensation above and are not based upon the capital appreciation of the funds or securities held by any Client. WealthKare does not manage any proprietary investment funds or limited partnerships (for example, a mutual fund or a hedge fund) and has no financial incentive to recommend any particular investment options to its Clients.

## **Item 7 – Types of Clients**

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### **A. Description**

WealthKare provides investment advisory services to individuals, high net worth individuals, trusts, estates, pension and profit sharing plans, charitable organizations and businesses.

### **B. Account Minimums**

WealthKare generally requires a minimum account size of \$500,000. WealthKare has the discretion to waive or lower this minimum.

## **Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss**

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### **A. Methods of Analysis and Investment Strategies**

WealthKare primarily employs fundamental analysis methods in developing investment strategies for its Clients. Research and analysis from WealthKare is derived from numerous sources, including financial media companies, third-party research materials, Internet sources, and review of company activities, including annual reports, prospectuses, press releases and research prepared by others.

As noted above, WealthKare generally employs a long-term investment strategy for its Clients, as consistent with their financial goals. WealthKare will typically hold all or a portion of a security for more than a year but may hold for shorter periods for the purpose of rebalancing a portfolio or meeting the cash needs of Clients. At times, WealthKare may also buy and sell positions that are more short-term in nature, depending on the goals of the Client and/or the fundamentals of the security, sector or asset class. Clients should be aware that trading in the short term may be expensive. This is due to the high trading costs which are brought about by the short holding period and the frequent trade entries and exits. In addition, trading accounts on a short-term basis may cause additional tax ramifications. Holding a position over a longer period of time is in itself a risk management and loss-limiting strategy.

### **B. Investment Strategy and Method of analysis Material Risks**

Investing in securities involves certain investment risks. Securities may fluctuate in value or lose value. Clients should be prepared to bear the potential risk of loss. WealthKare may recommend a variety of safe money alternatives to mitigate the risk of loss for those clients having a low tolerance for risk of loss, or those having a need for protection of assets and/or retirement income streams. WealthKare will assist Clients in determining an appropriate strategy based on their tolerance for risk and other factors noted above. However, there is no guarantee that a Client will meet their investment goals.

Fundamental analysis utilizes economic and business indicators as investment selection criteria. These criteria are generally ratios and trends that may indicate the overall strength and financial viability of the entity being analyzed. Assets are deemed suitable if they meet certain criteria to indicate that they are a strong investment with a value discounted by the market. While this type of analysis helps the Advisor in evaluating a potential investment, it does not guarantee that the investment will increase in value. Assets meeting the investment criteria utilized in the fundamental analysis may lose value and may have negative investment performance. The Advisor monitors these economic indicators to determine if adjustments to strategic allocations are appropriate. More details on the Advisor's review process are included in Item 13.

Each Client engagement will entail a review of the Client's investment goals, financial situation, time horizon, tolerance for risk and other factors to develop an appropriate strategy for managing a Client's account. Client participation in this process, including full and accurate disclosure of requested information, is essential for the analysis of a Client's account. The Advisor shall rely on the financial and other information provided by the Client or their designees without the duty or obligation to validate the accuracy and completeness of the provided information. It is the responsibility of the Client to inform the Advisor of any changes in financial condition, goals or other factors that may affect this analysis.

The risks associated with a particular strategy are provided to each Client in advance of investing Client accounts. The Advisor will work with each Client to determine their tolerance for risk as part of the portfolio construction process. **Past performance is not a guarantee of future returns. Investing in securities and other investments involve a risk of loss that each Client should understand and be willing to bear. Clients are reminded to discuss these risks with the Advisor.**

### C. Security Specific Material Risks

All investment programs have certain risks that are borne by the investor. Our investment approach constantly keeps the risk of loss in mind. Investors face the following investment risks:

- *Interest-rate Risk:* Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- *Market Risk:* The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.
- *Inflation Risk:* When any type of inflation is present, a dollar today will buy more than a dollar next year, because purchasing power is eroding at the rate of inflation.
- *Currency Risk:* Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- *Reinvestment Risk:* This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- *Business Risk:* These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.

- *Liquidity Risk*: Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- *Financial Risk*: Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

## **Item 9 – Disciplinary Information**

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### **A. Criminal or Civil Action**

There are no criminal or civil actions involving WealthKare or any of its employees.

### **B. Administrative Enforcement Proceedings**

There are no administrative enforcement proceedings involving WealthKare or any of its employees.

### **C. Self-Regulatory Organization Enforcement Proceedings**

There are no self-regulatory enforcement proceedings involving WealthKare or any of its employees.

## **Item 10 – Other Financial Industry Activities and Affiliations**

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### **A. Broker-Dealer or Representative Registration**

WealthKare is not registered as a broker dealer and no affiliated representatives are registered representatives of a broker dealer.

### **B. Futures or Commodity Registration**

Neither WealthKare nor its affiliated persons are registered or has an application pending to register as a futures commission merchant, commodity pool operator, or a commodity trading advisor.

### **C. Material Relationships Maintained by this Advisory Business and Conflicts of Interest**

#### **Insurance Agency Affiliations**

Advisory persons of WealthKare are also licensed as insurance professionals and/or real estate agents. Insurance and real estate recommendations are implemented separate and apart from their role with WealthKare. As insurance professionals and/or real estate agents, advisory persons may receive customary commissions and other related revenues from the various insurance companies and/or real estate agencies whose products and/or real estate listings are sold based on those recommendations. Advisory persons of WealthKare also are owners and affiliates of an educational company, Get More Retirement, LLC.

These practices represent conflicts of interest because it gives an incentive to recommend products or real estate based on the commissions and/or sales incentive trips received. This conflict is mitigated by disclosures, procedures, and the firm's fiduciary obligation to place the interests of the client first. Clients are not required to purchase any products or real estate. Clients have the option to purchase these products or real estate through another insurance agent or real estate agent of their choosing.

### **D. Recommendation of Selection of Other Investment Advisers and Conflicts of Interest**

Prior to introducing Pennsylvania clients to another investment adviser ("IA"), WealthKare will be responsible for determining the following:

- a. whether the IA is registered with this Department under Section 301 of the Pennsylvania Securities Act of 1972 ("1972 Act");
- b. whether the IA is relying on an exclusion from the definition of investment adviser under Section 102(j) of the 1972 Act;
- c. whether the IA is relying on an exemption from registration under Section 302(d) of the 1972 Act; or
- d. if the IA is registered with the Securities and Exchange Commission, and whether it has filed a Notification Filing with this Department under Department Regulation 303.015(a).

**FormulaFolio Investments, LLC ("FFI") – Firm SEC #801-72780**

WealthKare charges 1.00% annually in addition to the fees charged by FFI in the schedules below.

**FFI Smart Passive Series Transaction Based Pricing Schedule**

Custodian Specific: Fidelity, TD & Charles Schwab - For accounts of any value when initially invested

AUM	First <\$500,000	Next \$500,000-\$999,999	Next >\$1,000,000
SP Income	0.30%	0.25%	0.20%
SP 20	0.35%	0.30%	0.25%
SP 40	0.35%	0.30%	0.25%
SP 60	0.35%	0.30%	0.25%
SP 80	0.35%	0.30%	0.25%
SP 100	0.40%	0.35%	0.30%

Custodian Specific: Fidelity, TD & Charles Schwab - For accounts of any value when initially invested

Tactical Allocation Series Transaction Based Pricing Schedule	
AUM	FFI Management Fee
All account values	0.10%

Endeavor Series Transaction Based Pricing Schedule	
AUM	FFI Management Fee
All account values	\$25 per month to be deducted from client account

**Multi-Manager Series Transaction Based Pricing Schedule**

Custodian Specific: Fidelity, TD & Charles Schwab

For accounts under \$100,000 when initially invested

AUM	First <\$100,000	Next \$100,000-\$249,999	Next \$250,000-\$499,999	Next \$500,000-\$999,999	Next >\$100,000
MM Income	0.55%	0.50%	0.45%	0.40%	0.35%
MM 20	0.55%	0.50%	0.45%	0.40%	0.35%
MM 40	0.65%	0.60%	0.55%	0.50%	0.45%
MM 60	0.65%	0.60%	0.55%	0.50%	0.45%
MM 80	0.65%	0.60%	0.55%	0.50%	0.45%
MM 100	0.65%	0.60%	0.55%	0.50%	0.45%

For accounts over \$100,000 when initially invested

AUM	FormulaFolios Mgmt. Fee
First <\$100,000	0.75%
Next \$100,000-\$249,999	0.70%
Next \$250,000-\$499,999	0.65%
Next \$500,000-\$999,999	0.60%
Next >\$100,000	0.55%

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**FF Allocation Series Transaction Based Pricing Schedule**

Custodian Specific: Fidelity, TD & Charles Schwab

For accounts under \$100,000 when initially invested

AUM	FormulaFolios Management Fee
First <\$100,000	0.55%
Next \$100,000-\$249,999	0.50%
Next \$250,000-\$499,999	0.45%
Next \$500,000-\$999,999	0.40%
Next >\$100,000	0.35%

For accounts over \$100,000 when initially invested

AUM	FormulaFolios Management Fee
First <\$100,000	0.65%
Next \$100,000-\$249,999	0.60%
Next \$250,000-\$499,999	0.55%
Next \$500,000-\$999,999	0.60%
Next >\$1,000,000	0.55%

**Core Satellite Series Transaction Based Pricing Schedule**

Custodian Specific: Fidelity, TD & Charles Schwab

For accounts under \$100,000 when initially invested

AUM	First <\$500,000	Next \$500,000-\$999,999	Next >\$1,000,000
CS Income	0.55%	0.50%	0.45%
CS 20	0.55%	0.50%	0.45%
CS 40	0.55%	0.50%	0.45%
CS 60	0.55%	0.50%	0.45%
CS 80	0.50%	0.45%	0.40%
CS 100	0.50%	0.45%	0.40%

For accounts over \$100,000 when initially invested

AUM	FormulaFolios Management Fee
First <\$500,000	0.55%
Next \$500,000-\$1,000,000	0.50%
Next >\$1,000,000	0.45%

Custodian Specific: Folio Institutional

**Multi-Manager, Tactical and FF Series Asset Based Pricing Schedule**

AUM	FFI Management Fee
First <\$249,999	0.90%
Next \$250,000-\$499,999	0.85%
Next \$500,000-\$999,999	0.80%
Next \$1,000,000-\$2,000,000	0.70%
Next > \$2,000,001	Please contact FFI

\*for FF allocations (allocation of proprietary only strategies) the above fee schedule is used but with 0.15% reductions for each account size level.

**Core Satellite Series Asset Based Pricing Schedule**

AUM	FFI Management Fee
First <\$500,000	0.70%
Next \$500,000-\$1,000,000	0.65%
Next \$1,000,000	0.60%

Fees are calculated monthly, in arrears, based on the average daily market value as reported by your account custodian as of the previous month's end.

Clients may terminate their account within five business days of signing the investment advisory agreement with no obligation. For terminations after the initial five business days, FFI will be entitled to a pro-rata fee for the days service was provided in the final month. FFI will pay WealthKare their portion of the final fee.

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## Item 11 – Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

### **A. Code of Ethics**

WealthKare has implemented a Code of Ethics that defines our fiduciary commitment to each Client. This Code of Ethics applies to all persons associated with WealthKare. The Code of Ethics was developed to provide general ethical guidelines and specific instructions regarding our duties to you, our Client. WealthKare and its personnel owe a duty of loyalty, fairness and good faith towards each Client. It is the obligation of WealthKare associates to adhere not only to the specific provisions of the Code, but also to the general principles that guide the Code. The Code of Ethics covers a range of topics that may include; general ethical principles, reporting personal securities trading, reportable securities, initial public offerings and private placements, reporting ethical violations, distribution of the Code of Ethics, review and enforcement processes, amendments to Form ADV and supervisory procedures. WealthKare has written its Code of Ethics to meet and exceed regulatory standards. To request a copy of our Code of Ethics, please contact us at (814) 542-5433 or via email at [info@wealthkare.com](mailto:info@wealthkare.com).

### **B. Investment Recommendations Involving a Material Financial Interest and Conflicts of Interest**

WealthKare and its employees do not recommend to clients securities in which we have a material financial interest.

### **C. Advisory Firm Purchase of Same Securities Recommended to Clients and Conflicts of Interest**

WealthKare allows our employees to purchase or sell the same securities that may be recommended to and purchased on behalf of Clients. Owning the same securities we recommend (purchase or sell) to you presents a potential conflict of interest that, as fiduciaries, we must disclose to you and mitigate through policies and procedures. As noted above, we have adopted, consistent with Section 204A of the Investment Advisers Act of 1940, a Code of Ethics, which addresses insider trading (material non-public information controls) and personal securities reporting procedures. We have also adopted written policies and procedures to detect the misuse of material, non-public information. We may have an interest or position in certain securities, which may also be recommended to you. In addition the Code of Ethics governs Gifts and Entertainment given by and provided to the Advisor, outside employment activities of employees, Employee reporting, sanctions for violations of the Code of Ethics, and records retention requirements for various aspects of the Code of Ethics.

### **D. Client Securities Recommendations or Trades and Concurrent Advisory Firm Securities Transactions and Conflicts of Interest**

While WealthKare allows our employees to purchase or sell the same securities that may be recommended to and purchased on behalf of Clients, these trades do not occur at the same time. WealthKare will place trades only after Client orders have been placed and filled. **At no time, will WealthKare or any associated person of WealthKare, transact in any security to the detriment of any Client.**

## Item 12 – Brokerage Practices

### **A. Factors Used to Select Broker-Dealer for Client Transactions**

WealthKare does not have discretionary authority to select the broker-dealer/custodian for custodial and execution services or the administrator for defined contribution accounts. The Client will select the broker-dealer or custodian (herein the "custodian") to safeguard Client assets and authorize WealthKare to direct trades to this custodian as agreed in the Investment Advisory Agreement. Further, WealthKare does not have the discretionary authority to negotiate commissions on behalf of our Clients on a trade-by-trade basis.

Where WealthKare does not exercise discretion over the selection of the custodian, it may recommend the custodian[s] to Clients for execution and/or custodial services. Clients are not obligated to use the recommended

custodian and will not incur any extra fee or cost associated with using a broker not recommended by WealthKare. WealthKare may recommend a custodian based on criteria such as, but not limited to, reasonableness of commissions charged to the Client, services made available to the Client, and location of the custodian's offices. WealthKare does not receive research services, other products, or compensation as a result of recommending a particular broker that may result in the Client paying higher commissions than those obtainable through other brokers.

Following are additional details regarding the brokerage practices of the Advisor:

- 1. *Soft Dollars*** - Soft dollars are revenue programs offered by broker-dealers whereby an advisor enters into an agreement to place security trades with the broker in exchange for research and other services. **WealthKare does not participate in soft dollar programs sponsored or offered by any broker-dealer.**
- 2. *Brokerage Referrals*** - WealthKare does not receive any compensation from any third party in connection with the recommendation for establishing a brokerage account.
- 3. *Directed Brokerage*** - WealthKare utilizes Schwab Institutional division of Charles Schwab & Co., Inc. ("Schwab"), a FINRA registered broker-dealer and SIPC member, or TD Ameritrade Institutional, a Division of TD Ameritrade, Inc., Member FINRA/SIPC ("TD Ameritrade"), an unaffiliated SEC-registered broker-dealer and FINRA member to maintain custody of clients' assets and to effect trades for their accounts. WealthKare is independently owned and operated and not affiliated with Schwab or TD Ameritrade. WealthKare will select appropriate brokers based on a number of factors including but not limited to their relatively low transaction fees and reporting ability. WealthKare relies on its broker to provide its execution services at the best prices available. Lower fees for comparable services may be available from other sources. Clients pay for any and all custodial fees in addition to the advisory fee charged by WealthKare.

Schwab and TD Ameritrade provide WealthKare with access to their institutional trading and custody services, which are typically not available to retail investors. These services generally are available to independent investment advisers on an unsolicited basis, at no charge to them so long as a total of at least \$10 million of the adviser's clients' assets are maintained in accounts at Schwab Institutional or TD Ameritrade. These services are not contingent upon our firm committing to any specific amount of business (assets in custody or trading commissions). Schwab and TD Ameritrade's brokerage services include the execution of securities transactions, custody, research, and access to mutual funds and other investments that are otherwise generally available only to institutional investors or would require a significantly higher minimum initial investment.

For our client accounts maintained in their custody, Schwab and TD Ameritrade generally does not charge separately for custody services but are compensated by account holders through commissions and other transaction-related or asset-based fees for securities trades that are executed through them or that settle into their accounts.

Schwab Institutional and TD Ameritrade also makes available to our firm other products and services that benefit WealthKare but may not directly benefit our clients' accounts. Many of these products and services may be used to service all or some substantial number of our client accounts, including accounts not maintained at Schwab or TD Ameritrade.

Schwab and TD Ameritrade's products and services that assist us in managing and administering our clients' accounts include software and other technology that:

- provide access to client account data (such as trade confirmations and account statements);
- facilitate trade execution and allocate aggregated trade orders for multiple client accounts;
- provide research, pricing and other market data;
- facilitate payment of our fees from clients' accounts; and

- assist with back-office functions, recordkeeping and client reporting.

Schwab Institutional and TD Ameritrade also offer other services intended to help us manage and further develop our business enterprise. These services may include:

- compliance, legal and business consulting;
- publications and conferences on practice management and business succession; and
- access to employee benefits providers, human capital consultants and insurance providers.

Schwab and TD Ameritrade may make available, arrange and/or pay third-party vendors for the types of services rendered to WealthKare. Schwab Institutional and/or TD Ameritrade may discount or waive fees it would otherwise charge for some of these services or pay all or a part of the fees of a third-party providing these services to our firm. Schwab Institutional and TD Ameritrade may also provide other benefits such as educational events or occasional business entertainment of our personnel. In evaluating whether to recommend or require that clients custody their assets at Schwab/ TD Ameritrade, we may take into account the availability of some of the foregoing products and services and other arrangements as part of the total mix of factors we consider and not solely on the nature, cost or quality of custody and brokerage services provided by Schwab or TD Ameritrade, which may create a potential conflict of interest.

We reserve the right to decline acceptance of any client account for which the client directs the use of a broker other than Schwab or TD Ameritrade if we believe that this choice would hinder our fiduciary duty to the client and/or our ability to service the account. In directing the use of Schwab, TD Ameritrade (or any other broker), it should be understood that WealthKare will not have authority to negotiate commissions or to necessarily obtain volume discounts, and best execution may not be achieved. In addition, a disparity in commission charges may exist between the commissions charged to the client and those charged to other clients (who may direct the use of another broker other than Schwab or TD Ameritrade). Clients should note that, while WealthKare has a reasonable belief that Schwab and TD Ameritrade are able to obtain best execution and competitive prices, our firm will not independently seek best execution price capability through other brokers.

In circumstances where a client directs WealthKare to use a certain broker-dealer, WealthKare still has a fiduciary duty to its clients. The following may apply with Directed Brokerage: WealthKare's inability to negotiate commissions, to obtain volume discounts, there may be a disparity in commission charges among clients and conflicts of interest arising from brokerage firm referrals.

#### **B. Aggregating and Allocating Trades**

The primary objective in placing orders for the purchase and sale of securities for Client accounts is to obtain the most favorable net results taking into account such factors as 1) price, 2) size of order, 3) difficulty of execution, 4) confidentiality and 5) skill required of the broker. WealthKare will execute its transactions through an unaffiliated broker-dealer selected by the Client. WealthKare may aggregate orders in a block trade or trades when securities are purchased or sold through the same broker-dealer for multiple (discretionary) accounts. If a block trade cannot be executed in full at the same price or time, the securities actually purchased or sold by the close of each business day must be allocated in a manner that is consistent with the initial pre-allocation or other written statement. This must be done in a way that does not consistently advantage or disadvantage particular Client accounts.

### **Item 13 – Review of Accounts**

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#### **A. Schedule for Periodic Review of Client Accounts or Financial Plans and Advisory Persons Involved**

Accounts are monitored on a regular and continuous basis by the relationship manager to each Client account, under the supervision of Bruce J. Smith III, President of WealthKare. Formal reviews are generally conducted at least annually or more or less frequently depending on the needs of the Client.



## **B. Review of Client Accounts on a Non-Periodic Basis**

In addition to the investment monitoring noted in Item 13.A., each Client account shall be reviewed at least annually. Reviews may be conducted more or less frequently at the Client's request. Accounts may be reviewed as a result of major changes in economic conditions, known changes in the Client's financial situation, and/or large deposits or withdrawals in the Client's account.

The Client is encouraged to notify WealthKare if changes occur in his/her personal financial situation that might adversely affect his/her investment plan. Additional reviews may be triggered by material market, economic or political events.

## **C. Content of Client Provided Reports and Frequency**

The Client will receive brokerage statements no less than quarterly from the trustee or custodian. These brokerage statements are sent directly from the custodian to the Client. The Client may also establish electronic access to the custodian's website so that the Client may view these reports and their account activity. Client brokerage statements will include all positions, transactions and fees relating to the Client's account[s]. The Advisor may also provide Clients with periodic reports regarding their holdings, allocations, and performance.

WealthKare may provide its clients with access to an online platform hosted by "eMoney Advisor" ("eMoney"). The eMoney platform allows a client to view his/ her/its complete asset allocation, including Excluded Assets. WealthKare does not provide investment management, monitoring, or implementation services for the Excluded Assets. Therefore, WealthKare shall not be responsible for the investment performance of the Excluded Assets. Rather, the client and/or his/her/its advisor(s) that maintain management authority for the Excluded Assets, and not WealthKare, shall be exclusively responsible for such investment performance. The client may choose to engage WealthKare to manage some or all of the Excluded Assets pursuant to the terms and conditions of an Investment Management Agreement between WealthKare and the client. The eMoney platform also provides access to other types of information, including financial planning concepts, which should not, in any manner whatsoever, be construed as services, advice, or recommendations provided by WealthKare. Finally, WealthKare shall not be held responsible for any adverse results a client may experience if the client engages in financial planning or other functions available on the eMoney platform without WealthKare assistance or oversight.

## **Item 14 - Client Referrals and Other Compensation**

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### **A. Economic Benefits Provided to the Advisory Firm From External Sources and Conflicts of Interest**

#### **Insurance Agency Affiliations**

Advisory persons of WealthKare are also licensed as insurance professionals. Insurance recommendations are implemented separate and apart from their role with WealthKare. As insurance professionals, advisory persons may receive customary commissions and other related revenues from the various insurance companies whose products are sold.

These practices represent conflicts of interest because it gives an incentive to recommend products based on the commission amount received. This conflict is mitigated by disclosures, procedures, and the firm's fiduciary obligation to place the interests of the client first. Clients are not required to purchase any products. Clients have the option to purchase these products through another insurance agent of their choosing.

In addition, financial consultants may be eligible for cash and non-cash compensation including software discounts, recognition events and trips and other benefits. Some of these programs may be financed in whole or in part by unaffiliated third parties, which may influence some representatives to favor those third parties.

### **Custodian/Broker Dealer Benefits**

As disclosed under Item 12 above, WealthKare participates in Schwab and TD Ameritrade's institutional customer program and WealthKare may recommend Schwab and/or TD Ameritrade to Clients for custody and brokerage services. See Item 12 for more details.

### **B. Advisory Firm Payments for Client Referrals**

WealthKare does not engage paid solicitors for Client referrals.

### **Item 15 – Custody**

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WealthKare does not accept or maintain custody of any Client accounts. All Clients must place their assets with a qualified custodian. Clients are required to select their own custodian to retain their funds and securities and direct WealthKare to utilize that custodian for the Client's security transactions. WealthKare encourages Clients to review statements provided by account custodian. For more information about custodians and brokerage practices, see Item 12 - Brokerage Practices.

WealthKare is deemed to have constructive custody solely because advisory fees are directly deducted from the client's accounts by the custodian on behalf of WealthKare. Pursuant to WAC 460-24A-106, an itemized invoice will be sent to clients residing in the state of Washington from the advisor.

If WealthKare is authorized or permitted to deduct fees directly from the account by the custodian:

- WealthKare will provide the Client with an invoice concurrent to instructing the custodian to deduct the fee stating the amount of the fee, the formula used to calculate the fee, the amount of assets under management the fee is based on and the time period covered by the fee;
- WealthKare will obtain written authorization signed by the Client allowing the fees to be deducted; and
- The Client will receive quarterly statements directly from the custodian which disclose the fees deducted.

### **Item 16 – Investment Discretion**

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WealthKare accepts non-discretionary authority to manage securities accounts on behalf of Clients. WealthKare will obtain prior Client approval before executing each transaction. The Client approves the custodian to be used and the commission rates paid to the custodian. WealthKare does not receive any portion of the transaction fees or commissions paid by the Client to the custodian.

### **Item 17 – Voting Client Securities**

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WealthKare does not accept proxy-voting responsibility for any Client. Clients will receive proxy statements and supporting information directly from the Custodian. If questions arise, WealthKare may assist in answering questions, but cannot accept proxy-voting responsibility.

## Item 18 – Financial Information

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### A. Balance Sheet

A Balance Sheet is not required to be provided because WealthKare does not serve as a custodian for client funds or securities and does not require prepayment of fees of more than \$500 per client and six months or more in advance.

### B. Financial Conditions Reasonably Likely to Impair Advisory Firm's Ability to Meet Commitments to Clients

Neither WealthKare, nor its management has any adverse financial situations that would reasonably impair the ability of WealthKare to meet all obligations to its Clients.

### C. Bankruptcy Petitions During the Past Ten Years

Neither WealthKare, nor any of its advisory persons, has been subject to a bankruptcy or financial compromise.

## Item 19 – Requirements for State Registered Advisors

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### A. Educational Background and Business Experience of Principal Officer

The President of WealthKare is Bruce J. Smith. Information regarding the formal education and background of Mr. Smith is included in Item 2 of Part 2B below.

### B. Other Business Activities of Principal Officer

Mr. Smith has additional business activities that are detailed in Item 10 - Other Financial Activities and Affiliations.

### C. Performance Fee Calculations

WealthKare does not charge performance-based fees for its investment advisory services. The fees charged by WealthKare are as described in Item 5 – Fees and Compensation above and are not based upon the capital appreciation of the funds or securities held by any Client.

### D. Disciplinary Information

*There are no legal, civil or disciplinary events to disclose regarding WealthKare or its advisory persons.* Neither WealthKare nor its advisory persons have ever been involved in any regulatory, civil or criminal action. There have been no client complaints, lawsuits, arbitration claims or administrative proceedings against WealthKare or its advisory persons.

Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices. *As previously noted, there are no legal, civil or disciplinary events to disclose regarding WealthKare or its advisory persons.*

### E. Material Relationships with Issuers of Securities

Neither WealthKare nor its advisory persons have any relationships or arrangements with issuers of securities.



## Form ADV Part 2B – Brochure Supplement

for

**Bruce J. Smith III**  
**President**

**Effective: December 1, 2020**

This Brochure Supplement provides information about the background and qualifications of Bruce J. Smith III (CRD#1639467) in addition to the information contained in the WealthKare.com, Inc. (“WealthKare” or the “Advisor” - CRD #115111) Disclosure Brochure. If you have not received a copy of the Disclosure Brochure or if you any questions about the contents of the WealthKare Disclosure Brochure or this Brochure Supplement, please contact us at (814) 542-5433.

Additional information about Mr. Smith is available on the SEC’s Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**WealthKare.com, Inc.**  
**CRD No: 115111**

**11898 Arrowhead Way**  
**Mount Union, PA 17066**

**Phone: (814) 542-5433 \* Fax: (814) 542-3308**  
**[www.wealthkare.com](http://www.wealthkare.com)**

## **Item 2 – Educational Background and Business Experience**

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The President of WealthKare is Bruce J. Smith III. Mr. Smith, born in 1960, is a dedicated Portfolio Manager for Client accounts of WealthKare. Mr. Smith studied Engineering from University of South Carolina from 1978 to 1981. Mr. Smith served in the US Naval Nuclear Power Program from 1978 to 1984. Additional information regarding Mr. Smith's employment history is included below.

### **Employment History:**

Insurance Agent, RIA Wealth Solutions, LLC	01/2019 to Present
President, WealthKare.com, Inc.	01/1997 to Present
CEO, American Assets Financial Corporation	07/1986 to Present
Majority Owner/Managing Member, Get More Retirement, LLC	05/2014 to Present
Investment Advisor Representative, Easter Point Advisors	05/2001 to 12/2003
Vice-Chairman, Investors Capital Corporation	01/1996 to 12/2003
President, Advanced Prospecting International, Ltd.	01/1996 to 12/1996

## **Item 3 – Disciplinary Information**

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*There are no legal, civil or disciplinary events to disclose regarding Mr. Smith.* Mr. Smith has never been involved in any regulatory, civil or criminal action. There have been no client complaints, lawsuits, arbitration claims or administrative proceedings against Mr. Smith.

## **Item 4 – Other Business Activities**

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Mr. Smith is also a licensed insurance professional with American Assets Financial Corporation. He is also an insurance professional with RIA Wealth Solutions, LLC. Approximately than 30% of his time is spent in these practices. From time to time, he will offer clients products and/or services from these activities. Mr. Smith also has majority ownership in Get More Retirement, LLC, an educational company.

These practices represent conflicts of interest because it gives an incentive to recommend investment products (insurance) based on the commission amount received, rather than on a client's needs. This conflict is mitigated by disclosures, procedures, and the firm's fiduciary obligation to place the interests of the client first, always addressing the needs of the client. Clients are not required to purchase any products or services and have the option to purchase these through any insurance professional of their choosing.

## **Item 5 – Additional Compensation**

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Mr. Smith receives additional compensations in his capacity as an insurance agent. He does not receive any performance based fees.

## **Item 6 – Supervision**

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Mr. Smith serves as the President and Chief Compliance Officer of WealthKare and therefore he is solely responsible for all supervision and formulation and monitoring of investment advice offered to clients. Mr. Smith will adhere to the policies and procedures as described in the firm's compliance manual. Mr. Smith can be reached at (814) 542-5433.

WealthKare has implemented a Code of Ethics and internal compliance that guide each employee in meeting their fiduciary obligations to Clients of WealthKare. Further, WealthKare is subject to regulatory oversight by various agencies. These agencies require registration by WealthKare and its employees. As a registered entity, WealthKare is subject to examinations by regulators, which may be announced or unannounced. WealthKare is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.

#### **Item 7 – Requirements for State Registered Advisors**

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Mr. Smith does not have any additional information to disclose.



## **Form ADV Part 2B – Individual Disclosure Brochure**

**for**

**Bruce J. Smith IV  
Vice-President**

**Effective: December 1, 2020**

This Brochure Supplement provides information about the background and qualifications of Bruce J. Smith IV (CRD#4621620) in addition to the information contained in the WealthKare.com, Inc. (“WealthKare” or the “Advisor” CRD #115111) Disclosure Brochure. If you have not received a copy of this Brochure Supplement or if you any questions about the contents of this Brochure Supplement or WealthKare’s Disclosure Brochure, please contact us at (814) 542-5433.

Additional information about Bruce J. Smith is available on the SEC’s Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**WealthKare.com, Inc.  
CRD No: 115111**

**11898 Arrowhead Way  
Mount Union, PA 17066**

**Phone: (814) 542-5433 \* Fax: (814) 542-3308**

**[www.wealthkare.com](http://www.wealthkare.com)**

## Item 2 – Educational Background and Business Experience

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Bruce J. Smith IV is a Vice-President of WealthKare.com, Inc. Mr. Smith, born in 1983, is dedicated to serving the Clients of WealthKare.com, Inc. Mr. Smith earned a Bachelor of Science in Business from Pennsylvania State University. Additional information regarding Mr. Smith's employment history is included below.

### Employment History:

Co-Owner/Insurance Agent, RIA Wealth Solutions, LLC	01/2019 to Present
Vice-President, WealthKare.com, Inc.	09/2003 to Present
Co-Owner, Get More Retirement, LLC	05/2014 to Present
American Assets Financial Corporation, Agent	09/2003 to Present

## Item 3 – Disciplinary Information

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*There are no legal, civil or disciplinary events to disclose regarding Mr. Smith.* Mr. Smith has never been involved in any regulatory, civil or criminal action. There have been no Client complaints, lawsuits, arbitration claims or administrative proceedings against Mr. Smith.

Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices. *As previously noted, there are no legal, civil or disciplinary events to disclose regarding Mr. Smith.*

## Item 4 – Other Business Activities

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Mr. Smith is also a licensed insurance professional with American Assets Financial Corporation. He is also an insurance professional and co-owner of RIA Wealth Solutions, LLC. Approximately 30% of his time is spent in these practices. From time to time, he will offer clients products and/or services from these activities. He is also part owner of Get More Retirement, LLC an educational company.

These practices represent conflicts of interest because it gives an incentive to recommend investment products (insurance) based on the commission amount received, rather than on a client's needs. This conflict is mitigated by disclosures, procedures, and the firm's fiduciary obligation to place the interests of the client first, always addressing the needs of the client. Clients are not required to purchase any products or services and have the option to purchase these through any insurance professional of their choosing.

## Item 5 – Additional Compensation

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Mr. Smith receives additional compensations in his capacity as an insurance agent. He does not receive any performance based fees.

## Item 6 – Supervision

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Mr. Smith serves as the Vice-President of WealthKare and is supervised by Bruce Smith, III the Chief Compliance Officer. Mr. Smith can be reached at (814) 542-5433.



WealthKare has implemented a Code of Ethics and internal compliance that guide each employee in meeting their fiduciary obligations to Clients of WealthKare. Further, WealthKare is subject to regulatory oversight by various agencies. These agencies require registration by WealthKare and its employees. As a registered entity, WealthKare is subject to examinations by regulators, which may be announced or unannounced. WealthKare is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.

#### **Item 7 – Requirements for State Registered Advisors**

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Mr. Smith does not have any additional information to disclose.



## Form ADV Part 2B – Individual Disclosure Brochure

for

**Christopher J. Heaster, CFP®**  
**Investment Design / Manager**

**Effective: December 1, 2020**

This Brochure Supplement provides information about the background and qualifications of Christopher J. Heaster (CRD#4976032) in addition to the information contained in the WealthKare.com, Inc. (“WealthKare” or the “Advisor” CRD #115111) Disclosure Brochure. If you have not received a copy of this Brochure Supplement or if you have any questions about the contents of this Brochure Supplement or WealthKare’s Disclosure Brochure, please contact us at (814) 542-5433.

Additional information about Christopher J. Heaster is available on the SEC’s Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**WealthKare.com, Inc.**  
**CRD No: 115111**

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**Mount Union, PA 17066**  
**Phone: (814) 542-5433 \* Fax: (814) 542-3308**  
[www.wealthkare.com](http://www.wealthkare.com)

## Item 2 – Educational Background and Business Experience

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Christopher J. Heaster is an Investment Design Manager of WealthKare.com, Inc. Mr. Heaster, born in 1982, is dedicated to serving the Clients of WealthKare.com, Inc. Mr. Heaster earned a Bachelor of Science in Finance from Juniata College in 2005. Additional information regarding Mr. Heaster’s employment history is included below.

### Employment History:

Co-Owner/Insurance Agent, RIA Wealth Solutions, LLC	01/2019 to Present
Investment Design / Manager, WealthKare.com, Inc.	08/2006 to Present
Co-Owner, Get More Retirement, LLC	05/2014 to Present
American Assets Financial Corporation, Agent	08/2006 to Present
Financial Advisor, Waddell and Reed, Inc.	08/2005 to 08/2006

### Professional Certifications

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Christopher Heaster has earned certifications and credentials that are required to be explained in further detail. The Certified Financial Planner™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with Clients.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and Client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard

of care. This means CFP® professionals must provide financial planning services in the best interests of their Clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### **Item 3 – Disciplinary Information**

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*There are no legal, civil or disciplinary events to disclose regarding Mr. Heaster.* Mr. Heaster has never been involved in any regulatory, civil or criminal action. There have been no Client complaints, lawsuits, arbitration claims or administrative proceedings against Mr. Heaster.

### **Item 4 – Other Business Activities**

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Mr. Heaster is also a licensed insurance professional with American Assets Financial Corporation. He is also an insurance professional and co-owner of RIA Wealth Solutions, LLC. Approximately 30% of his time is spent in these practices. From time to time, he will offer clients products and/or services from these activities. Mr. Heaster is also part owner of Get More Retirement, LLC, an educational company.

These practices represent conflicts of interest because it gives an incentive to recommend investment products (insurance) based on the commission amount received, rather than on a client's needs. This conflict is mitigated by disclosures, procedures, and the firm's fiduciary obligation to place the interests of the client first, always addressing the needs of the client. Clients are not required to purchase any products or services and have the option to purchase these through any insurance professional of their choosing.

### **Item 5 – Additional Compensation**

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Mr. Heaster receives additional compensations in his capacity as an insurance agent. He does not receive any performance based fees.

### **Item 6 – Supervision**

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Mr. Heaster serves as the Investment Design Manager of WealthKare and is supervised by Bruce Smith III, the Chief Compliance Officer. Mr. Smith can be reached at (814) 542-5433.

WealthKare has implemented a Code of Ethics and internal compliance that guide each employee in meeting their fiduciary obligations to Clients of WealthKare. Further, WealthKare is subject to regulatory oversight by various agencies. These agencies require registration by WealthKare and its employees. As a registered entity, WealthKare is subject to examinations by regulators, which may be announced or unannounced. WealthKare is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.

### **Item 7 – Requirements for State Registered Advisors**

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Mr. Heaster does not have any additional information to disclose.



## Form ADV Part 2B – Individual Disclosure Brochure

for

**Anthony J. Brong, RICP®, WMCP®**  
**Senior Managing Director**

**Effective: December 1, 2020**

This Brochure Supplement provides information about the background and qualifications of Anthony J. Brong (CRD#2294299) in addition to the information contained in the WealthKare.com, Inc. (“WealthKare” or the “Advisor” CRD #115111) Disclosure Brochure. If you have not received a copy of this Brochure Supplement or if you any questions about the contents of this Brochure Supplement or WealthKare’s Disclosure Brochure, please contact us at (814) 542-5433 or by email at [info@wealthkare.com](mailto:info@wealthkare.com).

Additional information about Anthony J. Brong is available on the SEC’s Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**WealthKare.com, Inc.**  
**CRD No: 115111**

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**Mount Union, PA 17066**

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**[www.wealthkare.com](http://www.wealthkare.com)**

## Item 2 – Educational Background and Business Experience

Anthony J. Brong is a Senior Managing Director of WealthKare.com, Inc. Mr. Brong, born in 1957, is dedicated to serving the Clients of WealthKare.com, Inc. Additional information regarding Mr. Brong's employment history is included below.

### **Employment History:**

Senior Managing Director, WealthKare.com, Inc.	10/2011 to Present
American Assets Financial Corporation, Agent	10/2011 to Present
Financial Advisor and Registered Principal, American Portfolios Financial Services, Inc.	07/2004 to 10/2011
Financial Advisor, Hackett Associates, Inc.	09/1997 to 07/2004
Financial Advisor, Pinnacle Securities, Inc.	12/1994 to 09/1997
Registered Representative, MetLife Securities, Inc.	04/1993 to 10/1994

### **Professional Certifications**

Anthony Brong has earned certifications and credentials that are required to be explained in further detail.

Retirement Income Certified Professional® - (RICP®): Designation is awarded by The American College of Financial Services, candidates must:

- Complete RICP® coursework within five months from the date of initial enrollment.
- Complete three in-depth online courses.
- Meet the experience requirements: Three years of full-time business experience within the five years preceding the date of the award. An undergraduate or graduate degree from an accredited educational institution qualifies as one year of business experience.
- Sign and agree to abide by a Code of Ethics.
- Pass an exam administered by Pearson VUE Testing Center.
- After the RICP® is conveyed, designation holders are subject to the PACE Recertification Program by earning 15 credit hours of educational activities in subject matter that is acceptable to PACE Recertification every two years.

Wealth Management Certified Professional® (WMCP®): Designation is awarded by the American College of Financial Services. WMCP® designation requirements:

- Complete WMCP® coursework (including knowledge checks, simulations).
- Pass the final exam.
- Meet the experience requirements: One year of relevant experience.
- Comply with The American College Code of Ethics and Procedures.
- After the WMCP® designation is awarded, designation holders must participate in the Professional Recertification Program for their designation to remain active and in good standing.
  - Complete the annual ethics recertification to confirm compliance with ethics standards.
  - Pay the annual recertification fee.
  - Complete 15 credit hours of educational activities in subject matter that is acceptable to PACE Recertification Program every two years.

## Item 3 – Disciplinary Information

*There are no legal, civil or disciplinary events to disclose regarding Mr. Brong.* Mr. Brong has never been involved in any regulatory, civil or criminal action. There have been no Client complaints, lawsuits, arbitration claims or administrative proceedings against Mr. Brong.

#### **Item 4 – Other Business Activities**

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Mr. Brong is also a licensed insurance professional with American Assets Financial Corporation. Less than 10% of his time is spent in this practice. From time to time, he will offer clients products and/or services from these activities.

These practices represent conflicts of interest because it gives an incentive to recommend investment products (insurance) based on the commission amount received, rather than on a client's needs. This conflict is mitigated by disclosures, procedures, and the firm's fiduciary obligation to place the interests of the client first, always addressing the needs of the client. Clients are not required to purchase any products or services and have the option to purchase these through any insurance professional of their choosing.

#### **Item 5 – Additional Compensation**

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Mr. Brong receives additional compensations in his capacity as an insurance agent. He does not receive any performance-based fees.

#### **Item 6 – Supervision**

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Mr. Brong serves as the Senior Managing Director of WealthKare and is supervised by Bruce J. Smith III, the Chief Compliance Officer. Mr. Smith can be reached at (814) 542-5433.

WealthKare has implemented a Code of Ethics and internal compliance that guide each employee in meeting their fiduciary obligations to Clients of WealthKare. Further, WealthKare is subject to regulatory oversight by various agencies. These agencies require registration by WealthKare and its employees. As a registered entity, WealthKare is subject to examinations by regulators, which may be announced or unannounced. WealthKare is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.

#### **Item 7 – Requirements for State Registered Advisors**

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Mr. Brong does not have any additional information to disclose.



## **Form ADV Part 2B – Individual Disclosure Brochure**

**for**

**Nathan J. Chatman  
Investment Advisor Representative**

**Effective: December 1, 2020**

This Brochure Supplement provides information about the background and qualifications of Nathan J. Chatman (CRD#4424785) in addition to the information contained in the WealthKare.com, Inc. (“WealthKare” or the “Advisor” CRD #115111) Disclosure Brochure. If you have not received a copy of this Brochure Supplement or if you any questions about the contents of this Brochure Supplement or WealthKare’s Disclosure Brochure, please contact us at (814) 542-5433 or by email at [info@wealthkare.com](mailto:info@wealthkare.com).

Additional information about Nathan J. Chatman is available on the SEC’s Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

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## Item 2 – Educational Background and Business Experience

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Nathan J. Chatman is an Investment Advisor Representative of WealthKare.com, Inc. Mr. Chatman was born in 1973, and is dedicated to serving the Clients of WealthKare.com, Inc. Mr. Chatman earned his B.A. in General Science/Physician Assistant Studies from Mount Aloysius College in 2007. Additional information regarding Mr. Chatman’s employment history is included below.

### Employment History:

Investment Advisor Representative, WealthKare.com, Inc.	01/2002 to Present
Insurance Agent, RIA Wealth Solutions, LLC	01/2019 to Present
Real Estate Agent, Colony Realty Group, LTD.	03/2012 to Present
Self Employed Real Estate Investor, Nathan Chatman	05/2004 to 03/2012
Full Time Student	05/2004 to 12/2007
Owner, Everything Audio & More	03/2002 to 03/2004

## Item 3 – Disciplinary Information

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*There are no legal, civil or disciplinary events to disclose regarding Mr. Chatman.* Mr. Chatman has never been involved in any regulatory, civil or criminal actions that are required to be disclosed. There have been no Client complaints, lawsuits, arbitration claims or administrative proceedings against Mr. Chatman.

## Item 4 – Other Business Activities

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Mr. Chatman is an insurance agent with RIA Wealth Solutions, LLC, approximately 5% of his time is spent in this business. Mr. Chatman is also a real estate agent professional with Colony Realty Group, LTD. Approximately less than 50% of his time is spent in this practice. From time to time, he will offer clients products and/or services from these activities.

These practices represent conflicts of interest because it gives an incentive to recommend investment products (insurance) based on the commission amount received, rather than on a client’s needs. This conflict is mitigated by disclosures, procedures, and the firm’s fiduciary obligation to place the interests of the client first, always addressing the needs of the client. Clients are not required to purchase any products or services and have the option to purchase these through any insurance professional or real estate agent of their choosing.

## Item 5 – Additional Compensation

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Mr. Chatman receives additional compensations in his capacity as an insurance agent and real estate agent. He does not receive any performance based fees.

## Item 6 – Supervision

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Mr. Chatman serves as an Investment Advisor Representative of WealthKare and is supervised by Bruce J. Smith III, the Chief Compliance Officer. Mr. Smith can be reached at (814) 542-5433.

WealthKare has implemented a Code of Ethics and internal compliance that guide each employee in meeting their fiduciary obligations to Clients of WealthKare. Furthermore, WealthKare is subject to regulatory oversight by various agencies. These agencies require registration by WealthKare and its employees. As a registered entity, WealthKare is subject to examinations by regulators, which may be announced or unannounced. WealthKare is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.

## Item 7 – Requirements for State Registered Advisors

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Mr. Chatman does not have any additional information to disclose.

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## **Form ADV Part 2B – Individual Disclosure Brochure**

**for**

**Cinnamon Colony-Chatman  
Investment Advisor Representative**

**Effective: December 1, 2020**

This Brochure Supplement provides information about the background and qualifications of Cinnamon Colony-Chatman (CRD#6928604) in addition to the information contained in the WealthKare.com, Inc. (“WealthKare” or the “Advisor” CRD #115111) Disclosure Brochure. If you have not received a copy of this Brochure Supplement or if you any questions about the contents of this Brochure Supplement or WealthKare’s Disclosure Brochure, please contact us at (814) 542-5433 or by email at [info@wealthkare.com](mailto:info@wealthkare.com).

Additional information about Cinnamon Colony-Chatman is available on the SEC’s Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

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## Item 2 – Educational Background and Business Experience

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Cinnamon Colony-Chatman is an Investment Advisor Representative of WealthKare.com, Inc. Mrs. Colony-Chatman was born in 1977, and is dedicated to serving the Clients of WealthKare.com, Inc. Mrs. Colony-Chatman earned her Bachelor's Degree in General Science from Penn State University in 1999, her Associates Degree in Nursing from Chamberlain College in 2006, and her Master's Degree in Nursing from Sacred Heart University in 2015. Additional information regarding Mrs. Colony-Chatman's employment history is included below.

### Employment History:

Investment Advisor Representative, WealthKare.com, Inc.	03/2018 to Present
Insurance Agent, RIA Wealth Solutions, LLC	01/2019 to Present
Real Estate Agent, Colony Realty Group, LTD.	12/2016 to Present
Agency Nurse, Adara Healthcare Staffing	02/2016 to Present
Owner, Colony Chatman & Assoc., LLC	12/2015 to 12/2017
RN, Pyramid Healthcare	12/2014 to 12/2015
RNA/RN Supervisor, Altoona Center for Nursing Care	12/2008 to 12/2014
Agency Nurse, Adara Healthcare Staffing	11/2007 to 05/2009

## Item 3 – Disciplinary Information

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*There are no legal, civil or disciplinary events to disclose regarding Mrs. Coloby-Chatman.* Mrs. Colony-Chatman has never been involved in any regulatory, civil or criminal actions that are required to be disclosed. There have been no Client complaints, lawsuits, arbitration claims or administrative proceedings against Mrs. Colony-Chatman.

## Item 4 – Other Business Activities

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Mrs. Colony-Chatman is an insurance agent with RIA Wealth Solutions, LLC, approximately 5% of her time is spent in this business. Mrs. Colony-Chatman is also a real estate agent professional with Colony- Realty Group, LTD. More than 50% of her time is spent in this practice. From time to time, she will offer clients products and/or services from these activities.

These practices represent conflicts of interest because it gives an incentive to recommend investment products (insurance) based on the commission amount received, rather than on a client's needs. This conflict is mitigated by disclosures, procedures, and the firm's fiduciary obligation to place the interests of the client first, always addressing the needs of the client. Clients are not required to purchase any products or services and have the option to purchase these through any insurance professional or real estate agent of their choosing.

## Item 5 – Additional Compensation

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Mrs. Colony-Chatman receives additional compensations in her capacity as an insurance agent and real estate agent. She does not receive any performance based fees.

## Item 6 – Supervision

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Mrs. Colony-Chatman serves as an Investment Advisor Representative of WealthKare and is supervised by Bruce J. Smith III, the Chief Compliance Officer. Mr. Smith can be reached at (814) 542-5433.

WealthKare has implemented a Code of Ethics and internal compliance that guide each employee in meeting their fiduciary obligations to Clients of WealthKare. Furthermore, WealthKare is subject to regulatory oversight by various agencies. These agencies require registration by WealthKare and its employees. As a registered entity, WealthKare is subject to examinations by regulators, which may be announced or unannounced. WealthKare is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.

## Item 7 – Requirements for State Registered Advisors

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Mrs. Colony-Chatman does not have any additional information to disclose.