

True Wealth & Company LLC

Form CRS Customer Relationship Summary, April 7, 2022

True Wealth & Company LLC is registered with the Securities and Exchange Commission (SEC) as an Investment Adviser. Brokerage and investment advisory services and fees differ and it is important for you as a retail investor to understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

We offer asset management services, ERISA plan services, and financial planning to retail investors along with business consulting and qualified plan consulting services. We generally manage your portfolio by allocating assets among various types of investment assets including mutual funds, stocks, exchange-traded funds, and leveraged exchange-traded funds. Asset management services are provided on a discretionary or nondiscretionary basis. Discretionary means the trading activity with your account is entered by us without receiving prior authorization for each trade. For nondiscretionary accounts, you make the ultimate decision regarding the purchase and/or sale of investments. You may impose restrictions on the securities or types of securities in which you would like us to invest. We monitor your account at least quarterly. We will offer you advice on a regular basis and contact you at least annually to discuss your portfolio. We do not have a minimum account size; however, we do have a minimum \$400 monthly fee that is negotiable. We do not restrict our advice to limited types of products or investments.

We provide ERISA Plan services to qualified retirement plans including 401(k) plans, 403(b) plans, pension and profit sharing plans, cash balance plans, and deferred compensation plans. We may act as a 3(38) advisor. We also provide Qualified Plan Consulting services to individuals for a fee based on included assets in their plan. We meet with the client for information gathering and also meet with the client at least annually or on an as needed basis determined by the client to review the investment options available within the plan. We will make investment recommendations to the client based on the investment options available and the client's financial objectives in a meeting with the client.

We provide Financial Planning services which include, but are not limited to, estate planning, financial and retirement planning, insurance, taxes, investment strategies, and analysis of a client's financial assets with recommendations for the selection and positioning of assets. The nature and scope of services are decided at contract signing. As services are provided, consideration is given to each client's risk tolerance, income needs and short and long-term financial objectives and restrictions. Financial Planning Services result in a written report being provided to a client. While services are being provided, clients are free to meet with their adviser at any time. Clients decide which investment recommendations to accept and implement. Clients are also free to select any brokerage, insurance or other product provider to purchase (or sell) the investments, insurance, or other products discussed with us. We do not guarantee results, and losses can occur from receiving Financial Planning services. Changes in client's financial condition, personal circumstances, goals, or general economic conditions may trigger changes to the advice provided by us. To the extent that material changes have occurred to a client's circumstances or goals, or to the extent a client requests us to address a new project, the client may be asked to sign a new agreement. All Financial Planning services advice is based on information provided by the client. It is the client's responsibility to be certain that we have current and accurate information.

We provide Business Consulting services to small business owners which includes wealth planning through us and Professional Employer Organizations ("PEO") through an affiliate, myTrueHR, LLC. We also coordinate with other professionals for Accounting, Tax Planning, Legal Services, and insurance.

For additional information, please see our Form ADV Part 2A brochure Items 4 and 7, which is available online at:

<https://adviserinfo.sec.gov/firm/summary/174841>

Conversation Starters. Questions to Ask Us:

- Given my financial situation, should I choose an investment advisory service? Why or why not?
- How will you choose investments to recommend to me?
- What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?

What fees will I pay?

We provide asset management services for an annual fee, which is negotiable and varies between 0.50% and 1.20% depending upon the market value of the assets under management. The more assets you have in your advisory account, the more you will pay us. Therefore, we have an incentive to increase the assets in your advisory account in order to increase our fees.

Our fees are prorated and charged quarterly or monthly in arrears or in advance, and automatically deducted from your account, which will reduce the value of your account. Current client relationships may exist where the fees are higher or lower than the above referenced fee range.

We charge a flat fee in a range from \$500 to \$5,000 for Financial Planning services which varies from client to client and is billed at \$150 per hour, 50% in advance, with the balance due upon plan delivery. Fees are quoted in advance and based upon the complexity of advisory services requested, number of anticipated meetings and written reports, number of staff persons needed to complete a project and other factors. Prior to engagement, each client signs an agreement with the Adviser which sets forth the total fee for services.

The broker/dealer that holds your assets may charge you a transaction fee when we buy or sell an investment for you. These transaction fees are in addition to our fees. You may also pay charges imposed by the broker-dealer for custodial fees, account maintenance fees, fees related to mutual funds and variable annuities, and other product-level fees.

You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.

For additional information, please see our Form ADV Part 2A brochure Item 5, which is available online at:

<https://adviserinfo.sec.gov/firm/summary/174841>

- Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?

What are your legal obligations to me when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?

When we act as your investment adviser, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here are some examples to help you understand what this means. We recommend that you establish an account with a third-party independent custodian. We receive research products and services from the custodian to assist us in the performance of our investment decision-making responsibilities. These arrangements present a conflict of interest in that we have a financial incentive to recommend that you maintain your account with the custodian for the availability of these products and services and not solely on the nature, cost, or quality of custody and brokerage services provided by the custodian.

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

For additional information, please see our Form ADV Part 2A brochure Items 8, 12, and 14, which is available online at:

<https://adviserinfo.sec.gov/firm/summary/174841>

How do your financial professionals make money?

Our financial professionals are compensated by a salary based on their duties and the revenue our firm earns from its asset management and financial planning services.

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

No, our firm does not have any legal or disciplinary history. Yes, our financial professionals do have legal or disciplinary history. Visit Investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

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

For additional information about our services, you may visit the SEC's website at adviserinfo.sec.gov by searching CRD #174841. If you would like additional, up-to-date information or a copy of this disclosure, please contact our firm at (913) 333-3909.

- Who is my primary contact person? Is he or she a representative of an investment adviser or a broker-dealer? Who can I talk to if I have concerns about how this person is treating me?