**Lauer Wealth, LLC**

**Disclosure Brochure**

**Lauer Wealth, LLC**

*A Registered Investment Adviser*

|  |
| --- |
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**ADV Disclosure Brochure**

February 20, 2024

Part 2A, Part 2B, and Privacy Policy

This brochure provides information about the qualifications and business practices of Lauer Wealth, LLC. If you have any questions about the contents of this brochure, please contact us at (219) 243-8129. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or nay any state securities authority.

Additional information about Lauer Wealth, LLC is also available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)*.*

Registration does not imply a certain level of skill or training.

# Item 2. Material Changes

The Firm is updating this filing as its annual update effective 12-31-2022 as required by the SEC.

Other than Assets Under Management, there have been no material changes since our last update made in March 2022.

A material change was made in October of 2023. TD Ameritrade was our custodian but was purchased by Schwab and all accounts have moved to Schwab. Other than the amount of our Assets Under Management (AUM), there are no material changes to report.

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# Item 4. Advisory Business

Lauer Wealth, LLC offers a variety of advisory services, which include financial planning, consulting, wealth management and investment management services.

Lauer Wealth, LLC was formed in 2016 by John Lauer, the firm’s executive officer and sole owner at that time. John M Lauer became a partner in October of 2017.

As of October 1, 2021, the firm is 45% owned by John G Lauer and John M Lauer owns 55%. John M Lauer is a son of John G Lauer.

As of December 31, 2023, Lauer Wealth, LLC managed approximately $140,086,508. All assets of Lauer Wealth, LLC are managed on a discretionary basis.

While this brochure generally describes the business of Lauer Wealth, LLC, certain sections also discuss the activities of its Supervised Persons, which refer to the Firm’s officers, partners, directors (or other persons occupying a similar status or performing similar functions), employees or any other person who provides investment advice on Lauer Wealth Management’s behalf and is subject to the Firm’s supervision or control.

At the outset of the client relationship, we seek to evaluate a client’s current financial situation and then to design and implement an investment plan aimed at achieving a client’s financial objectives. We assess a client’s financial history and resources, goals, and risk tolerance. Generally, we offer clients the following categories of services:

1. *Financial Planning and Consulting (including Retirement Planning and Consulting)* – We provide an overall wealth management plan and comprehensive service (described in more detail below). Each engagement is individually negotiated and customized and is assessed a fixed fee which is not part of the Asset Management Fee we charge for management of portfolios.
2. *Lauer Wealth, LLC Investment Program* – We provide customized portfolio management for portfolios in a non-wrap program. Though we may closely follow portfolio models we design, we may use different mutual funds and ETFs and weight portfolios differently to meet the goals and needs of our clients. We also use, individual stocks, individual bonds, and CDs.
3. *Lauer Wealth, LLC Options Program* – We use options to hedge against portfolio declines that may be more than the risk tolerance of our clients. For some clients we may also use options for speculation or specific risk hedging. All option accounts are established and managed separately from the standard asset management account of the client. We charge a one-time fee of $1,000 to establish the account and thereafter we charge $20 per month to manage the account. Since these accounts may be small – several thousand dollars – the overall charges, especially in year one, may exceed 3% of the account value. Options have special risks and clients must execute an Options agreement with us which clearly states the risk. As a general rule, we will not put more than 2% of a client’s investable assets in an options account.

## Financial Planning and Consulting Services

We offer clients a broad range of financial planning and consulting services, which may include any or all of the following functions the time involved, size and scope of the service, varying widely client by client.

* Cash Flow Forecasting
  + Assess the income and outflows of personal cash flow. We seek ways to improve this such as reduce taxes, reduce interest costs, and control expenses.
  + This can take as little as one hour and be part of our standard financial plan or as much as 8 hours and be a plan in itself.
* Investment Consulting
  + Designing your portfolio involves discovering your risk tolerance, goals, and portfolio cash flow demands. We design a portfolio we feel is most likely to accomplish your goals with the least amount of risk.
  + We may also advise to accounts we do not manage, but that a client manages himself or in a retirement plan..
* Retirement Planning
  + Planning your retirement income and expenses is part of the process of retiring. Clarifying goals, and analyzing cash flow in retirement is part of our service for our clients.
* Business Consulting
  + Many of our clients own small businesses. We may consult with them regarding the business finances, employees, and strategies. We also may advise tax saving strategies involving the business.
* Trust & Estate Planning
  + For those who have accumulated assets they wish to pass on to heirs or charities, we help clarify the goals of the client. We may help prepare a written statement of the client that will explain their objectives and work with them and their attorney for legal advice on how best to accomplish the goals. This and be a process that takes several months and many hours.
* Tax Planning
  + A CPA will review your taxes and look for ways to reduce them. In addition, we manage portfolios to help minimize taxes by doing such things as selling to matching capital gains with capital losses whenever possible.
* Option and Hedging Strategies-
  + Option strategies can be used to protect against portfolio risk and also used for speculative purposes. They may also be used to hedge against certain risks you may have in a business. For example, if you are in a business that uses a lot of fuel, Puts and Calls on oil stocks may help protect against rising costs which could hurt your business profits.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Estimated Planning Time | Estimated Time with Client | Total Hours on project | Estimated total Fee | Review Frequency | Estimated Review Fee |
| Cash Flow Forecasting | 2 | 1 | 3 | $750 | As needed | $100 |
| Investment Consulting | 6 | 3 | 9 | $2,250 | As agreed, upon | Included in asset management fee |
| Insurance Planning | 2 | 1 | 3 | $750 | As needed | $100 |
| Retirement Planning | 4 | 3 | 7 | $1,750 | Semi Annually | Included in asset management fee |
| Business Consulting | Varies | Varies | Varies | Estimated time at $250 per hour | As needed | $500 |
| Trust and Estate Planning | 4 | 8 | 12 | $3,000 | As needed | $1,000 |
| Tax Planning | 3 | 1 | 4 | $1,000 | Annually | $1,000 |
| Option and Hedging | 2 | 2 | 4 | $1,000 | Monthly | $20 |

All pricing above is estimated and is negotiable. What you will pay will be agreed to in writing prior to doing the work.

Not every client needs or wants every service listed above. We meet the client and suggest services that will be beneficial. While each of these services is available on a stand-alone basis, most clients will need several of them. Once it is decided what services you need, we will enter into a financial planning agreement which will state the planning to be performed and our fee for the planning. Our planning normally results in a written financial plan, often with a summary of the strategies to utilize in each of the areas we consult to, and steps to implement.

Review of the financial plans can occur as often as the client would like. This is discussed before the engagement and can affect the pricing of services. Normal reviews take place quarterly or semi-annually. Some clients only want a review annually. Most reviews focus on investment performance and accomplishment of client objectives. Plans can be amended due to changing personal circumstances or a change in goals. There is normally no charge for amending the financial plan.

In performing these services, Lauer Wealth Management is not required to verify any information received from the client or from the client’s other professionals (e.g., attorneys, accountants, etc.,) and is expressly authorized to rely on such information. Lauer Wealth Management may recommend clients engage the Firm for additional related services, its Supervised Persons in their individual capacities and/or other professionals to implement its recommendations. Clients are advised that a conflict of interest exists if clients engage Lauer Wealth Management or its affiliates to provide additional services for compensation. Clients retain absolute discretion over all decisions regarding implementation and are under no obligation to act upon any of the recommendations made by Lauer Wealth Management under a financial planning or consulting engagement.

Clients are advised that it remains their responsibility to promptly notify the Firm of any change in their financial situation or investment objectives for the purpose of reviewing, evaluating or revising the Firm’s recommendations and/or services.

Fees for these services are separate from Asset Management fees and are usually based on the size and scope of the plan and the various locations of assets advised. For example, a client may have 401k and 403B assets which we consider in our plan and even advise the client about. If we manage money for the client under an asset management agreement, we may not charge the asset management fee on these assets, even though they are monitored, reported, and included in our reviews with the client. However, we will include the assets when determining our financial planning fees.

We normally charge about 1% of the investment assets, including the “excluded assets” such as the 401k and 403b assets. For example, if a client has $350,000 of assets to consult to, our fee would be $3,500, even if we would begin the asset management relationship with only $150,000 of assets under management at our firm.

Because the financial planning fee is generally paid from the assets we manage at Lauer Wealth, it may appear your asset management fee is initially higher than our asset management fee schedule, but it is because the financial planning fee, not asset management fees.

**Business Consulting**

Lauer Wealth also consults to business owners and prospective owners regarding business decisions, expansion, sales, and purchases. Lauer Wealth may charge a separate fee for these services and these services can be stand alone or in conjunction with other services Lauer Wealth provides under a comprehensive engagement. Fees charged for these services can be billed on an hourly or project basis. Hourly rates can range from $225 to $400 per hour depending on the scope of the engagement. Project fees can range from $1,000 to $25,000. An engagement letter outlines each consulting agreement.

## Retirement Plan Consulting Services

We provide various Consulting services to qualified employee benefit plans and their fiduciaries. This suite of institutional services is designed to assist plan sponsors in structuring, managing and optimizing their corporate retirement plans. Lauer Wealth Management is able to act as a fiduciary and offer services to plans at ERISA Section 3(21) or 3(38) level. Each engagement is individually negotiated and customized, and may include any or all of the following services:

* Plan Design and Strategy
* Plan Review and Evaluation
* Investment Selection
* Plan Fee and Cost Analysis
* Plan Committee Consultation
* Executive Planning & Benefits
* Fiduciary and Compliance
* Participant Education

## Wealth Management Program Services

We seek to evaluate a client’s current financial situation and then to design and implement an investment plan aimed at achieving a client’s financial objectives.

Our investment programs use asset allocation models that we design to meet the investment objectives and risk tolerance of the client. Some clients may have identical or nearly identical models and investment vehicles as some clients may have very similar resources, goals, and risk tolerance. Most client investment models will invest primarily among various exchange-traded funds (ETFs), mutual funds, stocks, bonds, and CDs. Where appropriate, we may also provide advice about legacy positions and other investments held in client portfolios.

Clients may also engage us to manage and/or advise on certain investment products that are not maintained at their primary custodian (outside accounts), such as variable life insurance and annuity contracts and assets held in employer sponsored retirement plans and qualified tuition plans (i.e., 529 plans). In these situations, we recommend the allocation of client assets among the various investment options available with the product. These assets are generally maintained at the underwriting insurance company or the custodian designated by the product’s provider. Lauer Wealth Management may research, monitor the performance of, and make recommendations regarding outside accounts but is not responsible to execute the recommendations regarding these accounts.

We tailor our advisory services to meet the needs of its individual clients and seek to ensure, on a continuous basis, that client portfolios are managed in a manner consistent with those needs and objectives. We consult with clients on an initial and ongoing basis to assess their risk tolerance, time horizon, liquidity constraints and other factors relevant to the management of their portfolios. Clients are advised to promptly notify the Firm if there are changes in their financial situation or if they wish to place any limitations on the management of their portfolios. Clients may impose reasonable restrictions or mandates on the management of their accounts if the Firm determines, in its sole discretion, the conditions would not materially impact the performance of a management strategy or prove overly burdensome to the Firm’s management efforts.

# Item 5. Fees and Compensation

Lauer Wealth Management offers services on a fee basis, which may include fixed project fees, hourly fees, and or fees based upon assets under management or advisement. Fees may be applied to outside accounts, but only with clear consent of the client. Outside accounts such as checking and savings accounts are not subject to fees.

## Financial Planning and Business Consulting Fees

Lauer Wealth Management generally charges a fixed fee for providing financial planning and Business Consulting services under a stand-alone engagement. These fees are negotiable, but can range from $1,000 up to $50,000 or more on a fixed fee basis, depending upon the scope and complexity of the services and the professional rendering the planning and/or the Consulting services. Lauer Wealth, LLC will not work on an hourly fee basis. Each client that receives financial planning services for a fee will get a contract with the services to be provided and the fee to be charged for these services clearly stated and the client and firm shall sign the Financial Planning agreement.

If the client engages the Firm for additional investment advisory services, Lauer Wealth Management may offset all or a portion of its fees for those services based upon the amount paid for the financial planning and/or consulting services. The terms and conditions of the financial planning and/or Consulting engagement are set forth in the Advisory Agreement and Lauer Wealth, LLC generally requires one-half of the fee (estimated fixed) payable upon execution of the Advisory Agreement. The outstanding balance is generally due upon delivery of the financial plan or completion of the agreed upon services.

The Firm does not take receipt of more than $500 in prepaid fees six months or more in advance of services rendered.

**In Illinois, if the client has not received this Disclosure Brochure at least 48 hours prior to signing the investment advisory contract or financial planning contract the contract may be canceled within five days without incurring any advisory fees.**

Fees for these services are separate from Asset Management fees and are usually based on the size and scope of the plan and the various locations of assets advised. For example, a client may have 401k and 403B assets which we consider in our plan and even advise the client about. If we manage money for the client under an asset management agreement, we may not charge the asset management fee on these assets, even though they are monitored, reported, and included in our reviews with the client. However, we will include the assets when determining our financial planning fees.

We normally charge about 1% of the investment assets, including the “excluded assets” such as the 401k and 403b assets. For example, if a client has $350,000 of assets to consult to, our fee would be $3,500, even if we would begin the asset management relationship with only $150,000 of assets under management at our firm.

Because the financial planning fee is generally paid from the assets we manage at Lauer Wealth, it may appear your asset management fee is initially higher than our asset management fee schedule, but it is because the financial planning fee, not asset management fees.

## Retirement Plan Consulting Fees

Lauer Wealth Management may charge a fixed project-based fee or asset-based fee to provide clients with retirement plan Consulting services. Each engagement is individually negotiated and tailored to accommodate the needs of the individual plan sponsor, as memorialized in the Agreement. These fixed project fees are negotiated with each plan client depending on the complexity and scope of the engagement. In those situations where Lauer Wealth Management has agreed to charge an annual asset-based fee, the fee generally varies between 10 and 100 basis points (0.10% - 1.00%), depending upon the amount of assets to be managed and complexity of the engagement.

## Wealth Management Program Fees

Wealth Management Program Fees are individually negotiated and largely determined by the scope and complexity of a particular engagement. Fixed fee arrangements typically range from $1,000 to $50,000 and asset-based fees generally conform to the following tiered fee schedule:

|  |  |
| --- | --- |
| **Assets Under Management** | **Annual Fee (%)** |
| First $250,000 of account value | 1.25 |
| The next $250,000 (*up to and including $500,000*) | 1.10 |
| The next $1,500,000 (*up to and including $2,000,000*) | 0.95 |
| The next $3,000,000 (*up to and including $5,000,000*) | 0.75 |
| Assets over $5,000,000 | 0.50 |

Wealth Management Program Fees are negotiable and may vary based on a number of factors determined by Lauer Wealth Management, including: anticipated future additional assets, value of assets to be managed, assets in related accounts, account composition, and pre-existing client relationships.

Wealth Management Program Fees are prorated and billed monthly or quarterly in advance, except for clients subject to Title 1 of the Employee Retirement Income Security Act of 1974, as amended (“ERISA plans”) which are billed quarterly in arrears. The fee is calculated using the market value of the program assets on the last day of the previous billing period. How the fees are billed and refunded depends on whether the billing is quarterly or monthly.

*Quarterly*: If assets are deposited into or withdrawn from an account after the inception of a billing cycle the fee payable with respect to such assets is generally adjusted or prorated to account for the interim change in portfolio value. For the initial term of the program, the fee is calculated on a pro rata basis. In the event the Agreement is terminated, the fee for the final quarter is prorated through the effective date of the termination and any unearned fee is refunded to the client.

*Monthly*: If assets are billed on a monthly basis and assets are deposited or withdrawn from the account during a month, there is no bill for a partial month on deposits and no refund of fees for assets which leave a during the month.

For asset management services the Firm provides with respect to certain client holdings (outside accounts), Lauer Wealth Management may negotiate a fee rate that differs from the range set forth above.

**Option and Hedging Strategy Fees**

Separate from investment advisory, financial planning, or business consulting fees, Lauer Wealth charges fees for establishing and running an account which has the purpose of trading options for a client. Lauer Wealth can establish an options account for two reasons: hedging or speculation. Many clients only hedge but some may speculate as well.

Hedging generally means simply buying Puts in the options market with the intent of limiting downside market risk to a client’s portfolio.

Some clients also prefer to speculate with a very small portion of their portfolio or net worth, generally less than 1% of the net worth of the client. Speculative option trading is very risky, with most option trades losing all or a portion of the investment in the option.

Lauer Wealth charges a one-time fee of $1,000 to establish the account and also assesses an ongoing flat monthly fee of $20.

## Additional Fees and Expenses

In addition to the advisory fees paid to Lauer Wealth Management, clients may also incur certain charges imposed by other third parties, such as broker-dealers, custodians, trust companies, banks and other financial institutions (collectively “Financial Institutions”). These additional charges may include securities brokerage commissions, transaction fees, custodial fees, fees attributable to alternative assets, reporting charges, fees charged by the Independent Managers, margin costs, charges imposed directly by a mutual fund or ETF in a client’s account, as disclosed in the fund’s prospectus (e.g., fund management fees and other fund expenses), deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. The Firm’s brokerage practices are described at length in Item 12, below.

*Direct Fee Debit*.Clients generally provide Lauer Wealth Management and/or certain Independent Managers with the authority to directly debit their accounts for payment of the investment advisory fees. The Financial Institutions that act as the qualified custodian for client accounts, from which the Firm retains the authority to directly deduct fees, have agreed to send statements to clients not less than quarterly detailing all account transactions, including any amounts paid to Lauer Wealth Management. Alternatively, clients may elect to have Lauer Wealth Management send a separate invoice for direct payment.

*Account Additions and Withdrawals*.Clients may make additions to and withdrawals from their account at any time, subject to Lauer Wealth Management’s right to terminate an account. Additions may be in cash or securities provided that the Firm reserves the right to liquidate any transferred securities or decline to accept particular securities into a client’s account. Clients may withdraw account assets on notice to Lauer Wealth Management, subject to the usual and customary securities settlement procedures. However, the Firm generally designs its portfolios as long-term investments and the withdrawal of assets may impair the achievement of a client’s investment objectives. Lauer Wealth Management may consult with its clients about the options and implications of transferring securities. Clients are advised that when transferred securities are liquidated, they may be subject to transaction fees, short-term redemption fees, fees assessed at the mutual fund level (e.g., contingent deferred sales charges) and/or tax ramifications.

# Item 6. Performance-Based Fees and Side-by-Side Management

The Firm does not provide any services for a performance-based fee (i.e., a fee based on a share of capital gains or capital appreciation of a client’s assets).

# Item 7. Types of Clients

The Firm offers services to individuals, pension and profit-sharing plans, trusts, estates, charitable organizations, corporations and business entities.

*Minimum Account Requirements*. The Firm does not impose a stated minimum fee or minimum portfolio value for starting and maintaining an investment management relationship. Certain Independent Managers may, however, impose more restrictive account requirements and billing practices from the Firm. In these instances, Lauer Wealth Management may alter its corresponding account requirements and/or billing practices to accommodate those of the Independent Managers.

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

## Portfolio Management

Lauer Wealth Management manages client investment portfolios on a discretionary basis.

Lauer Wealth Management primarily allocates assets among various Independent Managers, ETFs and mutual funds, stocks, and bonds in accordance with its clients' individual investment objectives. Where appropriate, the Firm may also provide advice about legacy positions and other investments held in client portfolios.

*Portfolio Management Fundamentals*. Lauer Wealth Management utilizes Modern Portfolio Theory to determine how to allocate a client’s portfolio model across various segments of the bond and stock market. Modern portfolio theory (MPT), or mean-variance analysis, is a mathematical framework for assembling a portfolio of assets such that the expected return is maximized for a given level of risk. Its key insight is that an asset's risk and return should not be assessed by itself, but by how it contributes to a portfolio's overall risk and return. Allocation models are designed to meet client goals of growth, income, or some of both.

Allocations of a portfolio may change due to changes in client risk tolerance or changes in performance or risk of certain assets or asset classes as determined by Lauer Wealth Management.

Rebalancing a portfolio to its original allocation will be done from time to time at the discretion of Lauer Wealth Management.

Lauer Wealth Management may build portfolios using passive index mutual funds and ETFs, “smart beta” index mutual funds and ETFs, actively managed mutual funds and ETFs, stocks, and bonds and bank Cds.

Lauer Wealth Management uses only publicly traded securities which we consider liquid. However, a client may have legacy assets in a portfolio that are not publicly traded or liquid if the client transferred the security into their account with Lauer Wealth Management.

Costs and tax implications are also considered when designing a portfolio and selecting investments.

## Methods of Analysis

Lauer Wealth Management may use fundamental, technical, and cyclical analysis when determining specific investments for a portfolio.

Fundamental analysis involves an evaluation of an issuer's fundamental financial condition and competitive position. The Fundamental Analysis process generally analyzes the financial condition, capabilities of management, earnings capacity, new products and services, as well as the company’s markets and position amongst its industry competitors in order to determine the recommendations made to clients. A substantial risk in relying upon fundamental analysis is that while the overall health and position of a company may be good, market conditions may negatively impact the security.

Technical analysis involves the examination of past market data rather than specific company information in determining the recommendations made to clients. Technical analysis may involve the use of mathematical based indicators and charts, such as moving averages and price correlations, to identify market patterns and trends which may be based on investor sentiment rather than the fundamentals of the company. A substantial risk in relying upon technical analysis is that spotting historical trends may not help to predict such trends in the future. Even if the trend will eventually reoccur, there is no guarantee that Lauer Wealth Management will be able to accurately predict such a reoccurrence.

Cyclical analysis is similar to technical analysis in that it involves the assessment of market conditions at a macro (entire market or economy) or micro (company specific) level, rather than focusing on the overall fundamental analysis of the health of the particular company that Lauer Wealth Management is recommending. The risks with cyclical analysis are similar to those of technical analysis.

## Risks of Loss

*General Risk of Loss*. Investing in securities involves the risk of loss. Clients should be prepared to bear such loss.

*Market Risks*. The profitability of a significant portion of Lauer Wealth Management’s recommendations may depend to a great extent upon correctly assessing the future course of price movements of stocks, bonds and other asset classes. There can be no assurance that Lauer Wealth Management will be able to predict those price movements accurately.

*Mutual Funds and Exchange -Traded Funds (ETFs)*. An investment in a mutual fund or ETF involves risk, including the loss of principal. Mutual fund and ETF shareholders are necessarily subject to the risks stemming from the individual issuers of the fund's underlying portfolio securities. Such shareholders are also liable for taxes on any fund-level gains, as mutual funds and ETFs are required by law to distribute gains in the event, they sell securities for a profit that cannot be offset by a corresponding loss.

Shares of mutual funds are generally distributed and redeemed on an ongoing basis by the fund itself or a broker acting on its behalf. The trading price at which a share is transacted is equal to a fund's stated daily per share net asset value ("NAV"), plus any shareholders fees (e.g., sales loads, purchase fees, redemption fees). The per-share NAV of a mutual fund is calculated at the end of each business day, although the actual NAV fluctuates with intraday changes to the market value of the fund's holdings. The trading prices of a mutual fund's shares may differ significantly from the NAV during periods of market volatility, which may, among other factors, lead to the mutual fund's shares trading at a premium or discount to actual NAV.

Shares of ETFs are listed on securities exchanges and transacted at negotiated prices in the secondary market. Generally, ETF shares trade at or near their most recent NAV, which is generally calculated at least once daily for indexed-based ETFs and more frequently for actively managed ETFs. However, certain inefficiencies may cause the shares to trade at a premium or discount to their pro-rata NAV. There is also no guarantee that an active secondary market for such shares will develop or continue to exist. Generally, an ETF only redeems shares when aggregated as creation units (usually 50,000 shares or more). Therefore, if a liquid secondary market ceases to exist for shares of a particular ETF, a shareholder may have no way to dispose of such shares.

*Use of Independent Managers*. Lauer Wealth Management does not recommend Independent Managers and SMAs.

*Use of Private Investment Vehicles*. Lauer Wealth Management does not recommend privately placed collective investment vehicles (e.g., hedge funds, private equity funds, etc.).

*Options and Related Risks*. Lauer Wealth Management may utilize trading of options to help manage certain risks or create income from certain securities.

The purchaser of an option, who has the right to buy or sell a security or other instrument at the agreed- upon “strike” price, risks the loss of premium payments required to purchase the option. The seller of an option, who has the obligation to deliver to the purchaser a security or other instrument at the agreed- upon “strike” price, under certain circumstances risks incurring substantial and immediate losses. Specifically, if the sellers’ options are “uncovered” (meaning the seller does not own the underlying security), the seller could suffer huge losses by being required to acquire at market prices securities that are trading at prices that are vastly different than the agreed upon “strike” price, in order to deliver them to the purchaser. Moreover, sales of options are subject to the costs and risks of trading on margin.

Lauer Wealth Management may purchase index options for protection against market losses in a portfolio or it may engage in options trading on various stocks in a more speculative manner, particularly buying calls.

*Index or Index Options*. The value of an index or index option fluctuates with changes in the market values of the assets included in the index. Because the value of an index or index option depends upon movements in the level of the index rather than the price of a particular asset, whether the position will realize appreciation or depreciation from the purchase or writing of options on indices depends upon movements in the level of instrument prices in the assets generally or, in the case of certain indices, in an industry or market segment, rather than movements in the price of particular assets.

*Hedging Transactions*. Options may be used for risk management purposes. However, we may be unable to anticipate the occurrence of a particular risk and, therefore, may be unable to attempt to hedge against it. The use of hedging transactions may result in a poorer overall performance than if we had not engaged in any such transactions. Moreover, the portfolio will always be exposed to certain risks that cannot be hedged.

# Item 9. Disciplinary Information

Lauer Wealth Management has not been involved in any legal or disciplinary events that are material to a client’s evaluation of its advisory business or the integrity of its management.

# Item 10. Other Financial Industry Activities and Affiliations

Lauer Wealth Management has no affiliations with other firms and does not engage in activities other than what is described in this Brochure.

John M. Lauer is a CPA and a 50% partner in an accounting firm, Fisel, Lauer, Johnson (FLJ) in Hebron Indiana. FLJ prepares tax returns and also may perform some of the business consulting services Lauer Wealth performs. Fees for the business consulting services may differ from firm to firm.

# Item 11. Code of Ethics

Lauer Wealth Management has adopted a code of ethics in compliance with applicable securities laws (“Code of Ethics”) that sets forth the standards of conduct expected of its Supervised Persons. The Firm’s Code of Ethics contains written policies reasonably designed to prevent certain unlawful practices such as the use of material non-public information by the Firm or any of its Supervised Persons and the trading by the same of securities ahead of clients in order to take advantage of pending orders.

The Code of Ethics also requires certain of the Firm’s personnel to report their personal securities holdings and transactions and obtain pre-approval of certain investments (e.g., initial public offerings, limited offerings). However, the Firm’s Supervised Persons are permitted to buy or sell securities that it also recommends to clients if done in a fair and equitable manner that is consistent with the Firm’s policies and procedures. This Code of Ethics has been established recognizing that some securities trade in sufficiently broad markets to permit transactions by certain personnel to be completed without any appreciable impact on the markets of such securities. Therefore, under limited circumstances, exceptions may be made to the policies stated below.

When the Firm is engaging in or considering a transaction in any security on behalf of a client, no Supervised Person with access to this information may knowingly effect for themselves or for their immediate family (i.e., spouse, minor children and adults living in the same household) a transaction in that security unless:

* the transaction has been completed;
* the transaction for the Supervised Person is completed as part of a batch trade with clients; or
* a decision has been made not to engage in the transaction for the client.

These requirements are not applicable to: (i) direct obligations of the Government of the United States; (ii) money market instruments, bankers’ acceptances, bank certificates of deposit, commercial paper, repurchase agreements and other high quality short-term debt instruments, including repurchase agreements; (iii) shares issued by mutual funds or money market funds; and (iv) shares issued by unit investment trusts that are invested exclusively in one or more mutual funds.

Clients and prospective clients may contact the Firm to request a copy of its Code of Ethics.

# Item 12. Brokerage Practices

## Recommendation of Broker/Dealers for Client Transactions

Lauer Wealth Management generally recommends that clients utilize the custody, brokerage and clearing services of Schwab Institutional Services (“Service Providers”) for investment management accounts.

Factors which Lauer Wealth Management considers in recommending its usual Service Providers or any other broker-dealer to clients include their respective financial strength, reputation, execution, pricing, research and service. Service Providers may enable the Firm to obtain many mutual funds without transaction charges and other securities at nominal transaction charges. The commissions and/or transaction fees charged by Service Providers may be higher or lower than those charged by other Financial Institutions.

The commissions paid by Lauer Wealth Management’s clients to Service Providers comply with the Firm’s duty to obtain “best execution.” Clients may pay commissions that are higher than another qualified Financial Institution might charge to affect the same transaction where Lauer Wealth Management determines that the commissions are reasonable in relation to the value of the brokerage and research services received. In seeking best execution, the determinative factor is not the lowest possible cost, but whether the transaction represents the best qualitative execution, taking into consideration the full range of a Financial Institution’s services, including among others, the value of research provided, execution capability, commission rates and responsiveness. The Firm seeks competitive rates but may not necessarily obtain the lowest possible commission rates for client transactions.

Consistent with obtaining best execution, brokerage transactions may be directed to certain broker/dealers in return for investment research products and/or services which assist The Firm in its investment decision- making process. Such research generally will be used to service all of the Firm’s clients, but brokerage commissions paid by one client may be used to pay for research that is not used in managing that client’s portfolio. The receipt of investment research products and/or services as well as the allocation of the benefit of such investment research products and/or services poses a conflict of interest because The Firm does not have to produce or pay for the products or services.

Lauer Wealth Management periodically and systematically reviews its policies and procedures regarding its recommendation of Financial Institutions in light of its duty to obtain best execution.

## Software and Support Provided by Financial Institutions

Lauer Wealth Management may receive without cost from Service Providers computer software and related systems support, which allow The Firm to better monitor client accounts maintained at Service Providers. The Firm may receive the software and related support without cost because the Firm renders investment management services to clients that maintain assets at Service Providers. The software and support are not provided in connection with securities transactions of clients (i.e., not “soft dollars”). The software and related systems support may benefit The Firm, but not its clients directly. In fulfilling its duties to its clients, the Firm endeavors at all times to put the interests of its clients first. Clients should be aware, however, that Lauer Wealth Management’s receipt of economic benefits from a broker/dealer creates a conflict of interest since these benefits may influence the Firm’s choice of broker/dealer over another that does not furnish similar software, systems support or services.

Specifically, Lauer Wealth Management may receive the following benefits from Service Providers:

* Receipt of duplicate client confirmations and bundled duplicate statements;
* Access to a trading desk that exclusively services its institutional traders;
* Access to block trading which provides the ability to aggregate securities transactions and then allocate the appropriate shares to client accounts; and
* Access to an electronic communication network for client order entry and account information.

## Brokerage for Client Referrals

Lauer Wealth Management does not consider, in selecting or recommending broker/dealers, whether the Firm receives client referrals from the Financial Institutions or other third party. Lauer Wealth does not receive client referrals from its Service Providers.

## Directed Brokerage

The client may direct Lauer Wealth Management in writing to use a particular Financial Institution to execute some or all transactions for the client. In that case, the client will negotiate terms and arrangements for the account with that Financial Institution and the Firm will not seek better execution services or prices from other Financial Institutions or be able to “batch” client transactions for execution through other Financial Institutions with orders for other accounts managed by Lauer Wealth Management (as described above). As a result, the client may pay higher commissions or other transaction costs, greater spreads or may receive less favorable net prices, on transactions for the account than would otherwise be the case. Subject to its duty of best execution, Lauer Wealth Management may decline a client’s request to direct brokerage if, in the Firm’s sole discretion, such directed brokerage arrangements would result in additional operational difficulties or violate restrictions imposed by other broker-dealers (as further discussed below).

## Commissions or Sales Charges for Recommendations of Securities

Lauer Wealth Management nor any of its supervised persons sell securities for a commission.

## Trade Aggregation

Transactions for each client generally will be affected independently, unless The Firm decides to purchase or sell the same securities for several clients at approximately the same time. The Firm may (but is not obligated to) combine or “batch” such orders to obtain best execution, to negotiate more favorable commission rates or to allocate equitably among the Firm’s client’s differences in prices and commissions or other transaction costs that might not have been obtained had such orders been placed independently. Under this procedure, transactions will generally be averaged as to price and allocated among The Firm’s clients pro rata to the purchase and sale orders placed for each client on any given day. To the extent that the Firm determines to aggregate client orders for the purchase or sale of securities, including securities in which The Firm’s Supervised Persons may invest, the Firm generally does so in accordance with applicable rules promulgated under the Advisers Act and no-action guidance provided by the staff of the U.S. Securities and Exchange Commission. The Firm does not receive any additional compensation or remuneration as a result of the aggregation.

In the event that the Firm determines that a prorated allocation is not appropriate under the particular circumstances, the allocation will be made based upon other relevant factors, which may include: (i) when only a small percentage of the order is executed, shares may be allocated to the account with the smallest order or the smallest position or to an account that is out of line with respect to security or sector weightings relative to other portfolios, with similar mandates; (ii) allocations may be given to one account when one account has limitations in its investment guidelines which prohibit it from purchasing other securities which are expected to produce similar investment results and can be purchased by other accounts; (iii) if an account reaches an investment guideline limit and cannot participate in an allocation, shares may be reallocated to other accounts (this may be due to unforeseen changes in an account’s assets after an order is placed); (iv) with respect to sale allocations, allocations may be given to accounts low in cash; (v) in cases when a pro rata allocation of a potential execution would result in a de minimis allocation in one or more accounts, the Firm may exclude the account(s) from the allocation; the transactions may be executed on a pro rata basis among the remaining accounts; or (vi) in cases where a small proportion of an order is executed in all accounts, shares may be allocated to one or more accounts on a random basis.

# Item 13. Review of Accounts

## Account Reviews

Lauer Wealth Management monitors client portfolios on a continuous and ongoing basis while regular account reviews are conducted on at least an annual basis. Such reviews are conducted by the Firm’s Investment Committee and/or investment adviser representatives. All investment advisory clients are encouraged to discuss their needs, goals and objectives with Lauer Wealth Management and to keep the Firm informed of any changes thereto. The Firm contacts ongoing investment advisory clients at least annually to review its previous services and/or recommendations, and to discuss the impact resulting from any changes in the client’s financial situation and/or investment objectives.

## Account Statements and Reports

Clients are provided with transaction confirmation notices and regular summary account statements directly from the Financial Institutions where their assets are custodied. From time-to-time or as otherwise requested, clients may also receive written or electronic reports from Lauer Wealth Management and/or an outside service provider, which contain certain account and/or market-related information, such as an inventory of account holdings or account performance. Clients should compare the account statements they receive from their custodian with any documents or reports they receive from Lauer Wealth Management or an outside service provider.

# Item 14. Client Referrals and Other Compensation

## Client Referrals

In the event a client is introduced to Lauer Wealth Management by either an unaffiliated or an affiliated solicitor, the Firm may pay that solicitor a referral fee in accordance with applicable state securities laws. Unless otherwise disclosed, any such referral fee is paid solely from Lauer Wealth Management’s management fee and does not result in any additional charge to the client. If the client is introduced to the Firm by an unaffiliated solicitor, the solicitor is required to provide the client with Lauer Wealth Management’s written brochure(s) and a copy of a solicitor’s disclosure statement containing the terms and conditions of the solicitation arrangement. Any affiliated solicitor of Lauer Wealth Management is required to disclose the nature of his or her relationship to prospective clients at the time of the solicitation and will provide all prospective clients with a copy of the Firm’s written brochure(s) at the time of the solicitation.

The staff of the accounting firm of Fisel, Lauer, and Johnson (FLJ) can be compensated with a one-time flat payment of $100 to $1,000 for introducing Lauer Wealth to a client of FLJ. If a referral fee is to be paid, it is disclosed to the client who was referred.

Any employee of FLJ who has a securities license may receive a portion of the fee collected by Lauer Wealth. Any registered person receiving a portion of revenue must disclose the agreement to the client at the time of solicitation.

# Item 15. Custody

The Advisory Agreement and/or the separate agreement with any Financial Institution generally authorize Lauer Wealth Management and/or the Independent Managers to debit client accounts for payment of the Firm’s fees and to directly remit that those funds to the Firm in accordance with applicable custody rules. The Financial Institutions that act as the qualified custodian for client accounts, from which the Firm retains the authority to directly deduct fees, have agreed to send statements to clients not less than quarterly detailing all account transactions, including any amounts paid to Lauer Wealth Management.

In addition, as discussed in Item 13, Lauer Wealth Management may also send periodic supplemental reports to clients. Clients should carefully review the statements sent directly by the Financial Institutions and compare them to those received from Lauer Wealth Management.

# Item 16. Investment Discretion

Lauer Wealth Management will have the authority to exercise discretion on behalf of clients. Lauer Wealth Management is considered to exercise investment discretion over a client’s account if it can affect and/or direct transactions in client accounts without first seeking their consent. The Firm is given this authority through a power-of-attorney included in the agreement between Lauer Wealth Management and the client. Clients may request a limitation on this authority (such as certain securities not to be bought or sold). Lauer Wealth Management takes discretion over the following activities:

* The securities to be purchased or sold;
* The number of securities to be purchased or sold;
* When transactions are made; and
* The Independent Managers to be hired or fired.

# Item 17. Voting Client Securities

Lauer Wealth Management does not vote client proxies.

# Item 18. Financial Information

Lauer Wealth Management is not required to disclose financial information because:

* The Firm does not require or solicit the prepayment of more than $1200 in fees six months or more in advance of services rendered;
* The Firm does not have a financial condition that is reasonably likely to impair its ability to meet contractual commitments to clients; and
* The Firm has not been the subject of a bankruptcy petition at any time during the past ten years.

# Schedule 2B - Group Supplement

**Lauer Wealth, LLC**

*A Registered Investment Adviser*

|  |
| --- |
| 196 E 112 S  Valparaiso, IN 46383  219-243-8129 |

**Form ADV - Part 2B**

Brochure Supplement

Brochure Supplements for the following Investment Advisor Representatives of Lauer Wealth Management

John G. Lauer, CFP® 16

John M. Lauer, CPA, MST 18

Gene Hamstra………………………………………………………...20

*Professional Designation Information*

CFP® 22

CPA 22

John G. Lauer, CFP® *196 East 112 South, Valparaiso IN 46383*

*January 26, 2023 219-243-8129*

**Item 2. Educational Background and Business Experience**

Mr. Lauer was born in 1956.

***Post-Secondary Education***

Attended Purdue University, West Lafayette, IN, 2.5 years.

***Recent Business Background***

* Lauer Wealth Management | President, CCO, and Investment Adviser Representative | September 2017 - Present
* Central Wealth Management, LLC | Chief Executive Officer and Chief Compliance Officer │ Feb 2016 – May 2016
* IFAM Capital IFAM Capital │ Chief Operating Officer and Chief Compliance Officer │ Jun 2015 – Feb 2016│ Investment Adviser Representative │ Jun 2015 – September 2017
* Northwest Wealth Management, LLC │ President and Chief Compliance Officer │ Dec 2009 – Jun 2015
* Compass Financial Advisors, LLC │ Officer │ Apr 1984 – Apr 2010

***Professional Designations***

* Certified Financial Planner® (CFP®)

**Item 3. Disciplinary Information**

Lauer Wealth Management is required to disclose information regarding any legal or disciplinary events material to a client’s evaluation of Mr. Lauer. Lauer Wealth Management has no information to disclose in relation to this Item.

**Item 4. Other Business Activities**

Lauer Wealth Management is required to disclose information regarding any investment-related business or occupation in which Mr. Lauer is actively engaged.

Mr. Lauer is a partner in Spearfish Creek Woodcraft, LLC, a company that builds custom furniture.

**Item 5. Additional Compensation**

Lauer Wealth Management is required to disclose information regarding any arrangement under which Mr. Lauer receives an economic benefit from someone other than a client for providing investment advisory services. Mr. Lauer does not receive any additional economic benefit from third parties for providing advisory services.

**Item 6. Supervision**

Mr. Lauer is the Chief Compliance Officer and is responsible for the supervision all investment adviser representatives of Lauer Wealth Management. His contact information is on the cover of this form.

John M. Lauer, CPA, MST *196 East 112 South, Valparaiso IN 46383*

*January 26, 2023 (219) 243-8129*

**Item 2. Educational Background and Business Experience**

Mr. Lauer was born in1986.

***Post-Secondary Education***

* North Park University, Chicago, IL Bachelors in Business Administration and Economics 2009
* Northern Illinois University, DeKalb, IL Masters in Taxation 2011

***Recent Business Background***

* Lauer Wealth – Advisor – October 2017 to present
* Lauer Wealth – Advisor, Partner – October 2018 to present
* Fisel Lauer Johnson, CPAs – CPA, Partner – January 2018 to present
* HighTower Advisors - Valparaiso IN – Advisor – June 2015 to September 30, 2017
* IRS – Global High Net Worth Division, Chicago IL - June 2009 to 2015
* Edelheit & Edelheit LTD, Morton Grove, IL – Accountant - January 2008 to June 2009
* Marriott Hotels, Chicago IL – Bartender – November 2006 to January 2008
* Good Medical Management – Data Clerk – November 2005 to November 2006

***Professional Designations***

* Certified Public Accountant (CPA)

**Item 3. Disciplinary Information**

Lauer Wealth Management is required to disclose information regarding any legal or disciplinary events material to a client’s evaluation of Mr. Lauer. Lauer Wealth Management has no information to disclose in relation to this Item.

**Item 4. Other Business Activities**

Lauer Wealth Management is required to disclose information regarding any investment-related business or occupation in which Mr. Lauer is actively engaged. Mr. Lauer is a partner in the accounting firm Fisel, Lauer, Johnson, CPAs located in Hebron Indiana. He is also a managing member of Lauer Holdings, LLC which is a family-owned real estate partnership.

**Item 5. Additional Compensation**

Lauer Wealth Management is required to disclose information regarding any arrangement under which Mr. Lauer receives an economic benefit from someone other than a client for providing investment advisory services. Mr. Lauer does not receive any additional economic benefit from third parties for providing advisory services. Mr. Lauer’s other business interests bill separately for services rendered, not through Lauer Wealth.

**Item 6. Supervision**

John G. Lauer is the Chief Compliance Officer and is therefore responsible for the supervision all investment adviser representatives of Lauer Wealth Management. His contact information is on the cover of this form.

Gene Hamstra *196 E 112 S Valparaiso, IN 46383*

*July 06, 2021 (219) 243-8129*

**Item 2. Educational Background and Business Experience**

Mr. Hamstra was born in1964.

***Post-Secondary Education***

* Grace College, Winona Lake, IN Bachelor of Science, Business Administration

***Recent Business Background***

* Lauer Wealth – Advisor July 2020 to present
* Hamstra Mortgage Professionals – Mortgage Broker and Principal Mgr. September 2006 to present
* Compass Financial Advisors, Valparaiso, IN – Advisor- January 2014 to July 2020
* Irwin Mortgage, Valparaiso, IN – Mortgage Branch Principal Manager - Sept 2003 to Sept 2006
* First National Bank, Valparaiso – Sr Loan Officer – October 2002 to September 2003
* First National Bank, Valparaiso – Mortgage Originator and Manager – March 1898 to October 2002

***Professional Designations***

* Investment Advisor Representative
* Mortgage Broker and Principal Manager

**Item 3. Disciplinary Information**

Lauer Wealth Management is required to disclose information regarding any legal or disciplinary events material to a client’s evaluation of Mr. Hamstra. Lauer Wealth Management has no information to disclose in relation to this Item.

**Item 4. Other Business Activities**

Lauer Wealth Management is required to disclose information regarding any investment-related business or occupation in which Mr. Hamstra is actively engaged. Mr. Hamstra is no actively engaged in any other business.

**Item 5. Additional Compensation**

Lauer Wealth Management is required to disclose information regarding any arrangement under which Mr. Hamstra receives an economic benefit from someone other than a client for providing investment advisory services. Mr. Hamstra does not receive any additional economic benefit from third parties for providing advisory services. Mr. Hamstra’s other business interests bill separately for services rendered, not through Lauer Wealth.

**Item 6. Supervision**

John G. Lauer is the Chief Compliance Officer and is therefore responsible for the supervision all investment adviser representatives of Lauer Wealth Management. His contact information is on the cover of this form.

Professional Designation Information

*January 2018*

**Certified Financial Planner® (CFP®)**

The CFP® certification is granted by Certified Financial Planners Board of Standards, Inc. The certification is voluntary; 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. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

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, administered in 10 hours over a two-day period, 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 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 interest 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.

**Certified Public Accountant (CPA)**

CPAs are licensed and regulated by their state boards of accountancy. While state laws and regulations vary, the education, experience and testing requirements for licensure as a CPA generally include minimum college education (typically 150 credit hours with at least a baccalaureate degree and a concentration in accounting), minimum experience levels (most states require at least one year of experience providing services that involve the use of accounting, attest, compilation, management advisory, financial advisory, tax or consulting skills, all of which must be achieved under the supervision of or verification by a CPA), and successful passage of the Uniform CPA Examination. In order to maintain a CPA license, states generally require the completion of 40 hours of continuing professional education (CPE) each year (or 80 hours over a two-year period or 120 hours over a three-year period). Additionally, all American Institute of Certified Public Accountants (AICPA) members are required to follow a rigorous Code of Professional Conduct which requires that they act with integrity, objectivity, due care, competence, fully disclose any conflicts of interest (and obtain client consent if a conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services. The vast majority of state boards of accountancy have adopted the AICPA’s Code of Professional Conduct within their state accountancy laws or have created their own.

# Lauer Wealth, LLC

# Privacy Policy

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| **FACTS** | **WHAT DOES Lauer WEalth, LLC ("Lauer Wealth") DO WITH YOUR PERSONAL INFORMATION?** | | |
| **Why?** | Financial companies choose how they share your personal information. Federal law gives consumers the right to limit some but not all sharing. Federal law also requires us to tell you how we collect, share, and protect your personal information. Please read this notice carefully to understand what we do. | | |
| **What?** | The types of personal information we collect and share depend on the product or service you have with us. This information can include:   * Social Security number and employment information * Income, net worth, and investment experience * Risk tolerance and retirement assets   When you are no longer our customer, we continue to share your information as described in this notice. | | |
| **How?** | All financial companies need to share customers’ personal information to run their everyday business. In the section below, we list the reasons financial companies can share their customers’ personal information; the reasons Lauer Wealth chooses to share; and whether you can limit this sharing. | | |
| **Reasons we can share your personal information** | | **Does Lauer Wealth share?** | **Can you limit this sharing?** |
| **For our everyday business purposes—**  such as to process your transactions, maintain your account(s), respond to court orders and legal investigations, or report to credit bureaus | | Yes | No |
| **For our marketing purposes—**  to offer our products and services to you | | Yes | Yes |
| **For joint marketing with other financial companies** | | No | N/A |
| **For our affiliates’ everyday business purposes—**  information about your transactions and experiences | | No | N/A |
| **For our affiliates’ everyday business purposes—**  information about your creditworthiness | | No | N/A |
| **For our affiliates to market to you** | | Yes | Yes |
| **For non-affiliates to market to you** | | No | N/A |
| **Questions?** | Call 219-243-8129 | | |

|  |  |
| --- | --- |
| **Who we are** | |
| **Who is providing this notice?** | Lauer Wealth, LLC, dba Lauer Wealth Management (“**Lauer Wealth**”) |
| **What we do** | |
| **How does Lauer Wealth protect my personal information?** | To protect your personal information from unauthorized access and use, we use security measures that comply with federal law. These measures include computer safeguards and secured files and buildings.  We restrict access to your personal information to those employees who need it to perform their job responsibilities. |
| **How does Lauer Wealth collect my personal information?** | We collect your personal information, for example, when you   * enter into an investment advisory contract; * apply for insurance; and * seek financial advice.   We also collect your personal information from others, such as credit bureaus, affiliates, or other companies. |
| **Why can’t I limit all sharing?** | Federal law gives you the right to limit only   * sharing for affiliates’ everyday business purposes—information about your creditworthiness * affiliates from using your information to market to you * sharing for non-affiliates to market to you   State laws and individual companies may give you additional rights to limit sharing. |
| **Definitions** | |
| **Affiliates:** | Companies related by common ownership or control. They can be financial and nonfinancial companies. |
| **Non-affiliates:** | Companies not related by common ownership or control. They can be financial and nonfinancial companies.   * Non-affiliates we share with can include companies such as vendors, and other service providers. |
| **Joint marketing:** | A formal agreement between non-affiliated financial companies that together market financial products or services to you. |
| **Other important information** | |
| Lauer Wealth, LLC is a registered investment advisor. | |

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| **If you want to limit our sharing** | | | | |
| **Contact us** | | If you prefer that we not share your nonpublic personal information (except in those circumstances described previously that are permitted or required by law), please contact the Privacy Coordinator:  **By telephone:** 219-243-8129  **By mail:** Mark your choices below, fill in, and send the form to:  Lauer Wealth, LLC Privacy Coordinator  196 E 112 S  Valparaiso, IN 46383  **Unless we hear from you, we can begin sharing your information 30 days from the date we sent this notice. However, you can contact us at any time to limit our sharing.** | | |
| **Check your choices** | | | | |
| Apply choices only to me.  Apply choices to everyone on my accounts. | **Check any/all you want to limit:**  Do not share information about my creditworthiness with your affiliates for their everyday business purposes.  Do not allow your affiliates to use my personal information to market to me. *(I will receive a renewal notice for this use for marketing in 5 years.)*  Do not share my personal information with non-affiliates to market their products and services to me. | | | |
| Your name | |  | Mail to:  Lauer Wealth, LLC  Privacy Coordinator  196 E 112 S  Valparaiso, IN 46383 |
| Your address | |  |  |
|  |
|  |
|  |
| Account number | |  |