

## LAUER WEALTH

### **Lauer Wealth, LLC- Customer Relationship Summary**

Lauer Wealth, LLC (“we”, “our” or “us”) is registered with the Securities Exchange Commission (“SEC”) as an investment adviser. Our services and compensation structure differs from that of a registered broker-dealer. Free and simple tools are available to research firms and financial professionals at [www.investor.gov/CRS](http://www.investor.gov/CRS). The site also provides educational materials about broker-dealers, investment advisers and investing. Information in text boxes below are intended to be conversation starters for you to have with us and are required by the instructions to Form CRS.

#### ***What investment services and advice can you provide me?***

We provide various services to our retail investors, which generally include individuals, businesses, and their trusts and estates. We provide these retail investors with discretionary investment management services and financial planning.

We work with you to determine your investment objectives. We discuss various model portfolios, including the risk involved and potential return associated with each. Based on these discussions, we formulate a strategy to accomplish the client's objectives

We provide our services on a discretionary basis, which means we have the authority to buy and sell investments in your account without speaking to you prior to doing so. You can place reasonable restrictions on the securities that we buy by notifying us, in writing.

We do not limit the scope of the universe of securities that we use in managing client accounts, but we predominantly use mutual funds, ETFs, and stocks. We may also use options for those clients who want to do so. A separate agreement and normally a separate account is used for options trading.

We do not have a minimum fee requirements for clients.

[For more detailed information about our Advisory Business and the Types of Clients we generally service, please see Form ADV Part 2A.](#)

#### ***What fees will I pay?***

There are different fees for different services. We will make sure our agreement with you is clear and the fees you will pay fully disclosed and agreed upon with you before we charge you for services.

Financial planning fees are normally paid in a one-time payment at the time of preparing your financial plan or helping you to work through a financial issue. These fees can range from \$250 up to \$5,000 depending on the scope of the work we will do. Normally a simple and clear written agreement is completed before we start planning work for a fee.

Our fee for investment management is based on a percentage of your assets under our management or a flat fee per month or quarter. All fees are agreed upon prior to entering into a contract. We typically deduct our fee from one or more of your investment accounts on a monthly or quarterly basis, in advance. Clients paying a minimum fee may pay via check, ACH or by credit card. Because our investment management fee is based on the amount of your assets under our management, the more assets you entrust us to manage, the more you will pay us for our services. Therefore, we have an incentive to encourage you to increase the amount of assets that you entrust to us. That incentive is a fee schedule which declines in terms of percentages as your assets grow.

Those paying a flat fee remain at the agreed upon fee until it is renegotiated from time to time.

Your account will be held with a qualified custodian. Custodians may sometimes charge transaction fees for effecting certain securities transactions. In addition, your assets will be invested in mutual funds, ETFs, and potentially other registered investment companies. You will bear the investment management fees and other fees of the funds, which are in addition to the fees you pay us. These fees and expenses are described in each fund's prospectus or other offering documents and potentially include a

A copy of our Part 2A is available at:

[https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd\\_iapd\\_Brochure.aspx?BRCHR\\_VRSN\\_ID=721224](https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd_iapd_Brochure.aspx?BRCHR_VRSN_ID=721224)

management fee, distribution fee (i.e., rule 12b-1 fee), and other fund expenses. You will pay fees and costs whether you make or lose money with these investments.

We may also recommend one of our representatives who is a certified public accountant to assist you with accounting. Any accounting fees incurred are paid by you and are separate from the fees you pay us. Regarding referrals to CPAs, we have a conflict of interest since John Lauer is a CPA and a principal in Lauer Wealth and also a principal in Fisel Lauer Johnson CPA firm.

See Item 5 in our Form ADV Part 2A.

***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 may recommend a particular custodian from whom we receive support services. This presents a conflict of interest, because our receipt of their support makes us more inclined to continue using and recommending them.
- \* One of our employees is a certified public accountant. This relationship presents a conflict of interest, because he stands to receive additional compensation. You are free to use the services of any non-affiliated entity or person.
- \* You may have been referred to us by someone that we compensate for referrals.
- \* We may recommend rollovers out of employer-sponsored retirement plans and into Individual Retirement Accounts that we manage for an asset-based fee. If we don't currently manage your account held with your employer's plan, this will increase our compensation.

For more detailed information about our conflicts of interest, please review Item 4, 11 and 12 of our [Form ADV Part 2A](#).

***How do your financial professionals make money?***

Our principals are generally compensated on a salary basis and are eligible for bonuses. Bonuses are based on the overall profitability of the firm, which is partially based on how our clients' portfolios perform and the amount of assets we manage. Our non-owner professionals are compensated with a percentage of the revenue they generate for the firm. This incentivizes our financial professionals to recommend that you place additional assets under our management and to take potentially greater risk in managing your account. However, we can have our revenue and compensation decline if your account goes down in value. Thus we try to strike a balance between risk and reward that suits your overall risk tolerance and goals. You should discuss your financial professional's compensation directly with your financial professional.

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

No. We encourage you to visit [www.Investor.gov/CRS](http://www.Investor.gov/CRS) to research our firm and our financial professionals

A copy of our Part 2A is available at:

[https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd\\_iapd\\_Brochure.aspx?BRCHR\\_VRSN\\_ID=721224](https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd_iapd_Brochure.aspx?BRCHR_VRSN_ID=721224)

### ***Additional Information***

Additional information about our firm is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You may contact our Chief Compliance Officer at any time to request a current copy of your Form ADV Part 2A or our *relationship summary*. Our Chief Compliance Officer may be reached by phone at (219) 243 8129.

#### ***Other good questions for you to ask us or any advisor you may consider hiring***

- *Given my financial situation, should I use an investment advisory service? Why or why not?*
- *How should I go about choosing such a service?*
- *What is your relevant experience, including licenses, education, certifications, or other qualifications?*
- *If I give you \$100,000 to invest, what will be my fees, how will they be paid, when will they be paid? How much of the \$100,000 will actually be invested?*
- *Is there any "up-front" costs or any "back-end fees" if I leave your firm? Are there any surrender penalties?*
- *May I see the client agreement or contract before deciding to proceed?*
- *How may I expect you to communicate with me and how often?*
- *What happens if my financial or personal circumstances change?*