

CASSADY SCHILLER

Wealth Management

FORM ADV PART 2A BROCHURE

Cassady Schiller Wealth Management, LLC
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This Brochure provides information about the qualifications and business practices of Cassady Schiller Wealth Management, LLC.

If you have any questions about the contents of this Brochure, please contact us at 513-483-6652. The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Cassady Schiller Wealth Management is a registered investment adviser. Registration of an Investment Adviser does not imply any level of skill or training. The oral and written communications of an Adviser provide you with information about which you determine to hire or retain an Adviser.

Additional information about Cassady Schiller Wealth Management also is available on the SEC's website at www.adviserinfo.sec.gov. You can search this site by a unique identifying number, known as a CRD number. Our firm's CRD number is 129113.

Item 2 – Material Changes

The material changes in this brochure from the last annual updating amendment of Cassidy Schiller Wealth Management on 03/18/2021, are described below. Material changes relate to Cassidy Schiller Wealth Management’s policies, practices or conflicts of interests.

- Cassidy Schiller Wealth Management has added Selection of Other Advisers/Third Party Manager Services (Items 4, 5, 8, 10D and 14A).

In the past, Cassidy Schiller Wealth Management has offered or delivered information about our qualifications and business practices to clients on at least an annual basis. Pursuant to new SEC Rules, Cassidy Schiller Wealth Management will ensure that its clients receive a summary of any materials changes to this and subsequent Brochures within 120 days of the close of our business’ fiscal year. We may further provide other ongoing disclosure information about material changes as necessary.

Cassidy Schiller Wealth Management will further provide its clients with a new Brochure as necessary based on changes or new information, at any time, without charge.

Currently, our Brochure may be requested by contacting James McGrath at 513-483-6683 or jmcgrath@cassadyschillerwealth.com. Additionally, our Brochure is available on our web site www.cassadyschillerwealth.com, free of charge.

Additional information about Cassidy Schiller Wealth Management is also available via the SEC’s web site www.adviserinfo.sec.gov. The SEC’s web site also provides information about any persons affiliated with Cassidy Schiller Wealth Management who are registered, or are required to be registered, as investment adviser representatives of Cassidy Schiller Wealth Management.

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Item 4 – Advisory Business

Cassady Schiller Wealth Management has been in business since 1999. In February 2017, CSA Financial Advisors, LTD changed its name to Cassady Schiller Wealth Management.

Cassady Schiller Wealth Management is privately held, and the firm ownership is disclosed on Schedule A of Form ADV Part 1, which is available at www.adviserinfo.gov/sec.

Cassady Schiller Wealth Management offers the following services to advisory clients.

INVESTMENT MANAGEMENT SERVICES

Cassady Schiller Wealth Management manages investment portfolios for individuals, qualified retirement plans, trusts and small businesses. Cassady Schiller Wealth Management will work with a client to determine the client's investment objectives and investor risk profile. Cassady Schiller Wealth Management will then evaluate the existing portfolio and develop a plan to transition the client to the desired portfolio. Cassady Schiller Wealth Management uses investment and portfolio allocation software to evaluate alternative portfolio designs. Cassady Schiller Wealth Management will then regularly monitor the client's portfolio holdings and the overall asset allocation strategy and hold review meetings with the client regarding the account as necessary.

Cassady Schiller Wealth Management will typically create a portfolio of no-load mutual funds and exchange traded funds (“ETF’s”), and may use model portfolios if the models match the client's investment objectives and risk tolerance. Cassady Schiller Wealth Management will allocate the client's assets among various investments taking into consideration the overall management style selected by the client. Cassady Schiller Wealth Management primarily recommends portfolios consisting of a combination of “passively” and “actively” managed mutual funds and ETF’s. Where appropriate, we may use individual stocks and bonds, alternative investment strategies and certificates of deposit. Cassady Schiller Wealth Management does, in the right instance, utilize investment strategies that recommend mutual funds offered by Dimensional Fund Advisors (DFA). DFA sponsored mutual funds follow an academically based asset class investment philosophy with low holdings turnover. Client portfolios may also include some individual equity securities in situations where disposition of these securities would present an overriding tax implication or the client specifically requests they be retained for a personal reason. Cassady Schiller Wealth Management manages client portfolios on a discretionary basis.

Cassady Schiller Wealth Management will often recommend an investor roll over plan assets to an IRA, due to there usually being a wider array of investment options available and lower cost options. However, there is a potential conflict of interest because Cassady Schiller Wealth Management would earn a fee based on the value of the IRA account under management. In contrast, if a client or prospective client left his or her plan assets with his/her former employer or roll the assets to a plan sponsored by a new employer there would be no compensation to Cassady Schiller Wealth Management.

investment management clients, which consist of individual bonds and or bond mutual funds. Cassidy Schiller Wealth Management will request discretionary authority from investment management clients to manage fixed income portfolios. Discretionary authority may be necessary to enable Cassidy Schiller Wealth Management to purchase assets in a timely manner when they are available at quoted prices.

On an ongoing basis, Cassidy Schiller Wealth Management will answer clients' inquiries regarding their accounts and periodically review with clients the performance of their accounts. Cassidy Schiller Wealth Management will periodically, and at least annually, review clients' investment strategy, risk profile and to discuss the re-balancing of each client's accounts to the extent appropriate.

In addition to managing the client's investment portfolio, Cassidy Schiller Wealth Management may consult with clients on various financial areas including income and estate tax planning, business sale structures, college financial planning, retirement planning, insurance analysis, personal cash flow analysis, establishment and design of retirement plans and trust designs, among other topics.

SELECTION OF OTHER ADVISERS/THIRD PARTY MANAGER SERVICES

Cassidy Schiller Wealth Management may direct clients to third party investment advisers. Before selecting other advisers for clients, Cassidy Schiller Wealth Management will verify that all recommended advisers are properly licensed, notice filed, or exempt in the states where Cassidy Schiller Wealth Management is recommending the adviser to clients.

RETIREMENT PLANS AND PLAN PARTICIPANTS

Cassidy Schiller Wealth Management provides advisory services to participant-directed employee retirement benefit plans. Cassidy Schiller Wealth Management will analyze the plan's current investment platform, and assist the plan in creating an investment policy statement defining the types of investments to be offered and the restrictions that may be imposed. Cassidy Schiller Wealth Management will recommend investment options to achieve the plan's objectives, provide participant education meetings, and monitor the performance of the plan's investment vehicles.

Cassidy Schiller Wealth Management will recommend changes in the plan's investment vehicles as may be appropriate from time to time. Cassidy Schiller Wealth Management generally will review the plan's investment vehicles and investment strategy as necessary.

FINANCIAL PLANNING SERVICES (STAND ALONE)

Cassidy Schiller Wealth Management sometimes provides advice in the form of a Financial Plan. Clients purchasing this service will receive a written financial plan, providing the client

with recommendations tailored to their stated financial goals and objectives. In general, the financial plan will address any or all of the following areas of concern:

- **PERSONAL:** Family records, budgeting, personal liability, estate information and financial goals.
- **EDUCATION:** Education IRAs, financial aid, state savings plans, grants and general development of an education plan.
- **TAXES & CASH FLOW:** Income tax and spending analysis and planning for past, current and future years. Cassidy Schiller Wealth Management may illustrate the impact of various investments and recommendations on a client's current income tax and future tax liability.
- **DEATH & DISABILITY:** Cash needs at death, income needs of surviving dependents, estate planning review and disability income analysis.
- **RETIREMENT:** Analysis of current strategies and investment plans to help the client achieve his or her retirement goals.
- **INVESTMENTS:** Analysis of investment alternatives and their effect on the portfolio.

Cassidy Schiller Wealth Management gathers required information through in-depth personal interviews. Information gathered includes a client's current financial status, future goals and attitudes towards risk. Related documents supplied by the client are carefully reviewed and a written report is typically prepared.

A client is under no obligation to act on Cassidy Schiller Wealth Management's financial planning recommendations. Should a client choose to implement the recommendations in the plan, they are under no obligation to implement the financial plan through any of Cassidy Schiller Wealth Management's services. Cassidy Schiller Wealth Management suggests the client work closely with his/her attorney, accountant or insurance agent. Implementation of financial plan recommendations is entirely at the client's discretion. If a client does choose to implement the plan using Cassidy Schiller Wealth Management, Cassidy Schiller Wealth Management may offset a portion of, or waive the cost of, the financial planning services.

As of December 2020, CSWM manages a total of \$360,812,414 wherein \$329,687,803 under discretionary basis and \$31,124,611 under non-discretionary basis. In addition, we have \$32,866,396 in assets under advisement.

Item 5 – Fees and Compensation

INVESTMENT MANAGEMENT SERVICES

The annual fee will be charged as a percentage of assets under management, according to the schedule below:

<u>Assets Under Management</u>	<u>Annual Fee (%)</u>
\$0 - \$1,000,000	1.00%
Next \$1,000,000	.80%
Next \$3,000,000	.60%
Next \$5,000,000	.45%
All funds thereafter	.30%

This fee schedule became effective March 31, 2018. Some clients with established relationships prior to that date may be subject to a different fee schedule. At our discretion, we may negotiate a client's fee schedule on a case-by-case basis. All fees will be clearly set forth in a client's written agreement with Cassady Schiller Wealth Management at the beginning of the relationship and any changes in the future will be clearly communicated.

On a case by case basis, we may exclude certain holdings from our fee schedule, such as cash, individual stocks, etc. If there is no charge on cash for example, this could be considered a conflict of interest, as the advisor will receive more compensation for keeping assets invested.

Cassady Schiller Wealth Management will generally bill its fees on a quarterly basis. Clients will be billed in advance each calendar quarter, based on the market value of the account at the end of the prior quarter. New clients will be charged a prorated fee for their first partial quarter. The initial prorated amount will be collected along with the next quarter's fees at the start of the next full quarter. Clients may elect to be billed directly for fees or to authorize Cassady Schiller Wealth Management to directly debit fees from client accounts. Fees will not be prorated for each capital contribution and withdrawal made during the applicable calendar quarter. Accounts terminated during a calendar quarter will be charged a prorated fee. Upon termination of any account, any prepaid, unearned fees will be promptly refunded, and any earned, unpaid fees will be due and payable.

Cassady Schiller Wealth Management's fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which shall be incurred by the client. Clients may incur certain charges imposed by custodians, brokers, third party investment and other third parties such as fees charged by managers, custodial fees, 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.

Mutual funds and exchange traded funds also charge internal management fees, which are disclosed in a fund's prospectus. Such charges, fees and commissions are exclusive of and in

addition to Cassidy Schiller Wealth Management’s fee. Cassidy Schiller Wealth Management shall not receive any portion of these commissions, fees, and costs.

Item 12 further describes the factors that Cassidy Schiller Wealth Management considers in selecting or recommending broker-dealers for *client* transactions and determining the reasonableness of their compensation (*e.g.*, commissions).

SELECTION OF OTHER ADVISERS/THIRD PARTY MANAGER SERVICES

Cassidy Schiller Wealth Management may direct clients to third-party investment advisers. Cassidy Schiller Wealth Management will receive its standard fee on top of the fee paid to the third party adviser. The fees shared are negotiable and will not exceed any limit imposed by any regulatory agency. The notice of termination requirement and payment of fees for third-party investment advisers will depend on the specific third-party adviser selected.

Cassidy Schiller Wealth Management may specifically direct clients to Aperio Group, LLC.

The annual fee schedule is as follows:

Total Assets	Cassidy Schiller’s Fee	Aperio’s Fee	Total Fee
\$0 - \$1,000,000	1.00%	0.28%	1.28%
\$1,000,001 - \$2,000,000	0.80%	0.28%	1.08%
\$2,000,001 - \$5,000,000	0.60%	0.28%	0.88%
\$5,000,001 - \$10,000,000	0.45%	0.28%	0.73%
\$10,000,001 - \$100,000,000	0.30%	0.28%	0.58%

Aperio Group receives a flat fee of 28bps on all assets managed. If Aperio implements a “custom strategy” for a client, Aperio will add another 10bps to the flat fee for a total fee of 38bps.

Fees for selection of Aperio Group, LLC as the third party adviser, are paid quarterly in arrears. Fees are withdrawn by the custodian directly from the client account. Cassidy Schiller Wealth Management then receives its portion of the fees from the custodian; Cassidy Schiller Wealth Management does not directly deduct the advisory fees.

RETIREMENT PLANS AND PLAN PARTICIPANTS

The annual fee for employee benefit retirement plan services will be charged as a percentage of assets within the plan. Typically, the annual fee will range from .25% to .75%, depending on plan size and complexity for investment management services.

For investment management & employee benefit plan services, clients will be invoiced in advance at the beginning of each calendar quarter based upon the value (market value based

on independent third party sources or fair market value in the absence of market value; client account balances on which Cassady Schiller Wealth Management calculates fees may vary from account custodial statements based on independent valuations and other accounting variances, including mechanisms for including accrued interest in account statements) of the client's account at the end of the previous quarter.

Cassady Schiller Wealth Management will request authority from the client to receive quarterly payments directly from the client's account held by an independent custodian. Clients may provide written limited authorization to Cassady Schiller Wealth Management to withdraw fees from the account. Clients will receive custodial statements showing the advisory fees debited from their account(s).

A client agreement may be canceled at any time, by either party, for any reason upon receipt of 30 days written notice. Upon termination of any account, any prepaid, unearned fees will be promptly refunded. The client has the right to terminate an agreement without penalty within five business days after entering into the agreement.

All fees paid to Cassady Schiller Wealth Management for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds to their shareholders. These fees and expenses are described in each fund's prospectus. These fees will generally include a management fee, other fund expenses, and a possible distribution fee. A client could invest in mutual funds directly, without the services of Cassady Schiller Wealth Management. In that case, the client would not receive the services provided by Cassady Schiller Wealth Management which are designed, among other things, to assist the client in determining which mutual fund or funds are most appropriate to each client's financial condition and objectives. DFA funds also may not be available to the client directly. Accordingly, the client should review both the fees charged by the funds and the fees charged by Cassady Schiller Wealth Management to fully understand the total amount of fees to be paid by the client and to thereby evaluate the advisory services being provided.

FINANCIAL PLAN SERVICES

Financial planning fees will be charged as a fixed fee, typically ranging from \$2,500 to \$5,000, but could be higher, depending on the nature and complexity of each client's circumstances. On a case by case basis, Cassidy Schiller Wealth Management may forgo a fixed fee and charge an hourly rate to be determined by the client and Cassidy Schiller Wealth Management. Hourly rates range from \$100 to \$350 per hour, based on the nature and complexity of the engagement and the associated professional of the firm who is providing the service. Any hourly fees will be billed periodically as services are performed. All fees will be clearly set forth at the beginning of the relationship and any changes in the future will be clearly communicated. Financial planning fees will be paid upon completion.

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

Cassady Schiller Wealth Management does not charge any performance based fees or participate in side-by-side management. Performance-based fees are fees based on a share of capital gains on or capital appreciation of the assets of a client. Side-by-side management refers to the practice of managing accounts that are charged performance-based fees while at the same time managing accounts that are not charged performance-based fees.

Item 7 – Types of Clients

Cassady Schiller Wealth Management provides portfolio management services to individuals, high net worth individuals, corporations, trusts, corporate pension and profit-sharing plans, charitable institutions and foundations.

Cassady Schiller Wealth Management generally requires a minimum account size of \$500,000 for Investment Management Services. Cassady Schiller Wealth Management retains the discretion to reduce or waive these minimums based upon individual client circumstances (e.g., the nature of current investments, future contributions by client to account, etc.)

All accounts for members of the client's family (husband, wife and dependent children) or related businesses may be assessed fees based on the total balance of all accounts.

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

Cassady Schiller Wealth Management's security analysis is based on a number of factors including those derived from commercially available software technology, securities rating services, general market and financial information and specific investment analysis that clients may request.

Cassady Schiller Wealth Management's main sources of information include commercially available investment services, financial newspapers, periodicals and issuer-prepared information. Cassady Schiller Wealth Management's investment advice is based on long-term investment strategies incorporating the principles of Modern Portfolio Theory.

Cassady Schiller Wealth Management's investment approach is firmly rooted in the belief that markets are efficient and that investor's returns are determined principally by asset allocation decisions, not by market timing or stock picking. Cassady Schiller Wealth Management focuses on developing diversified portfolios, principally through the use of passively and actively managed mutual funds and ETF's. Where applicable, we will utilize institutional class funds that are available only to institutional investors and clients of a network of selected investment advisors. Cassady Schiller Wealth Management may also recommend the use of long-term investment techniques such as dollar-cost averaging.

Long term trading is designed to capture market rates of both return and risk. Due to its nature, the long-term investment strategy can expose clients to various types of risk that will typically surface at various intervals during the time the client owns the investments. These risks include but are not limited to inflation (purchasing power) risk, interest rate risk, economic risk, market risk, and political/regulatory risk.

Clients should be aware that there is a material risk of loss using any investment strategy. The investment types listed below are not guaranteed or insured by the FDIC or any other government agency.

Mutual Funds: Investing in mutual funds carries the risk of capital loss and thus you may lose money investing in mutual funds. All mutual funds have costs that lower investment returns. The funds can be of bond (fixed income) nature or stock (equity) nature, or a mix of multiple underlying security types.

Exchange Traded Funds (ETFs): An ETF is an investment fund traded on stock exchanges, similar to stocks. Investing in ETFs carries the risk of capital loss (sometimes up to a 100% loss in the case of a stock holding bankruptcy). Areas of concern include the lack of transparency in products and increasing complexity, conflicts of interest and the possibility of inadequate regulatory compliance. Because ETFs use "authorized participants" (APs) as agents to facilitate creations or redemptions (primary market), there is a risk that an AP decides to no longer participate for a particular ETF; however, that risk is mitigated by the fact that other APs can step in to fill the vacancy of the withdrawing AP [an ETF typically has multiple APs] and ETF

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

transactions predominantly take place in the secondary market without need for an AP. Like other liquid securities, ETF pricing changes throughout the trading day and there can be no guarantee that an ETF is purchased at the optimal time in terms of market movements. Moreover, due to market fluctuations, ETF brokerage costs, differing demand and characteristics of underlying securities, and other factors, the price of an ETF can be lower than the aggregate market price of its cash and component individual securities (net asset value – NAV). An ETF is subject to the same market risks as those of its underlying individual securities, and also has internal expenses that can lower investment returns.

Equity investment generally refers to buying shares of stocks in return for receiving a future payment of dividends and capital gains if the value of the stock increases. The value of equity securities may fluctuate in response to specific situations for each company, industry market conditions and general economic environments.

Fixed Income investments generally pay a return on a fixed schedule, though the amount of the payments can vary. This includes corporate and government debt securities, leveraged loans, high yield, and investment grade debt and structured products, such as mortgage and other asset-backed securities, although individual bonds may be the best known type of fixed income security. In general the fixed income market is volatile, and fixed income securities carry significant interest rate risk. (As interest rates rise, bond prices usually fall, and vice versa. This effect is usually more pronounced for longer-term securities.) Fixed income securities also carry inflation risk, liquidity risk, call risk and credit and default risks for both issuers and counterparties. The risk of default on treasury inflation protected/inflation linked bonds is dependent upon the U.S. Treasury defaulting, but these bonds still carry a risk of losing share price value. Risks of investing in foreign fixed income securities also include the general risks inherent in non-U.S. investing.

Selection of Other Advisers: Although Cassady Schiller Wealth Management will seek to select only money managers who will invest clients' assets with the highest level of integrity, Cassady Schiller Wealth Management's selection process cannot ensure that money managers will perform as desired and Cassady Schiller Wealth Management will have no control over the day-to-day operations of any of its selected money managers. Cassady Schiller Wealth Management would not necessarily be aware of certain activities at the underlying money manager level, including without limitation a money manager's engaging in unreported risks, investment "style drift" or even regulator breach or fraud. In monitoring and analyzing the third-party advisers, Cassady Schiller Wealth Management uses benchmarking analysis, assessing whether the adviser's performance has met, exceeded, or fallen short of comparable benchmarks (e.g., Russell 2000, S&P 500, etc.), together with comparison against any stated benchmarks the adviser has set for itself.

Investing in securities involves risk of loss that clients should be prepared to bear.

Item 9 - Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of Cassidy Schiller Wealth Management or the integrity of Cassidy Schiller Wealth Management's management. Our firm and our management personnel have no reportable disciplinary events to disclose.

Item 10 – Other Financial Industry Activities and Affiliations

Cassady Schiller Wealth Management is a registered investment adviser. However, the Partners of Cassady Schiller Wealth Management, Michael Clark, and James McGrath are also Partners of the accounting firm, Cassady Schiller CPAs and Advisors. Cassady Schiller CPAs and Advisors (hereinafter “Cassady Schiller”) may recommend Cassady Schiller Wealth Management to accounting clients in need of advisory services. Cassady Schiller Wealth Management may recommend Cassady Schiller to advisory clients in need of accounting services.

Accounting services provided by Cassady Schiller are separate and distinct from the advisory services of Cassady Schiller Wealth Management, and separate fees are charged for these services. No Cassady Schiller Wealth Management client is obligated to use Cassady Schiller for any accounting services.

Michael Clark spends up to 20% of his business time on his accounting practice.

James McGrath spends up to 10% of his business time on the accounting practice.

Mr. Clark, in his individual capacity, is also an independent insurance agent licensed to sell life insurance. Mr. Clark may advise clients regarding life insurance and would receive a commission on the sale of insurance products. No advisory client is obligated to purchase insurance from Mr. Clark. While this individual endeavors at all times to put the interest of the clients first as part of Cassady Schiller Wealth Management's fiduciary duty, clients should be aware that the receipt of commissions create a conflict of interest each time he recommends an insurance product. The implementation of any or all recommendations is solely at the discretion of the client.

Cassady Schiller Wealth Management may direct clients to third-party investment advisers. Cassady Schiller Wealth Management will be compensated via a fee share from the advisers to which it directs those clients. The fees shared will not exceed any limit imposed by any regulatory agency. This creates a conflict of interest in that Cassady Schiller Wealth Management has an incentive to direct clients to the third-party investment advisers that provide Cassady Schiller Wealth Management with a larger fee split. Cassady Schiller Wealth Management will always act in the best interests of the client, including when determining which third party investment adviser to recommend to clients. Cassady Schiller Wealth Management will verify that all recommended advisers are properly licensed, notice filed, or exempt in the states where Cassady Schiller Wealth Management is recommending the adviser to clients.

Item 11 – Code of Ethics

Cassady Schiller Wealth Management has adopted a Code of Ethics expressing the firm's commitment to ethical conduct. Cassady Schiller Wealth Management's Code of Ethics describes the firm's fiduciary duties and responsibilities to clients and sets forth Cassady Schiller Wealth Management's practice of supervising the personal securities transactions of employees with access to client information. Individuals associated with Cassady Schiller Wealth Management may buy or sell securities for their personal accounts identical or different than those recommended to clients. It is the expressed policy of Cassady Schiller Wealth Management that no person employed by the firm shall prefer his or her own interest to that of an advisory client or make personal investment decisions based on investment decisions of advisory clients.

To supervise compliance with its Code of Ethics, Cassady Schiller Wealth Management requires that anyone associated with this advisory practice with access to advisory recommendations provide annual securities holding reports and quarterly transaction reports to the firm's Chief Compliance Officer, (CCO). Cassady Schiller Wealth Management also requires such access persons to receive approval from the Chief Compliance Officer prior to investing in any IPO's or private placements. Cassady Schiller Wealth Management's Code of Ethics further includes the firm's policy prohibiting the use of material non-public information and protecting the confidentiality of client information.

Cassady Schiller Wealth Management requires that all individuals must act in accordance with all applicable Federal and State regulations governing registered investment advisory practices. Any individual not in observance of the above may be subject to discipline.

Cassady Schiller Wealth Management will provide a complete copy of its Code of Ethics to any client upon request.

Item 12 - Brokerage Practices

Custodians/broker-dealers will be recommended based on Cassidy Schiller Wealth Management's duty to seek "best execution," which is the obligation to seek to execute securities transactions for a client on terms that are the most favorable to the client under the circumstances. The client will not necessarily pay the lowest commission or commission equivalent, and Cassidy Schiller Wealth Management may also consider the market expertise and research access provided by the payment of commissions, including but not limited to access to written research, oral communication with analysts, admittance to research conferences and other resources provided by the brokers to aid in the research efforts of Cassidy Schiller Wealth Management. Cassidy Schiller Wealth Management will never charge a premium or commission on transactions, beyond the actual cost imposed by the broker-dealer/custodian.

Cassidy Schiller Wealth Management participates in the Schwab Institutional (SI) services program offered to independent investment advisers by Charles Schwab & Company, Inc. Schwab is a registered broker dealer.

The Schwab brokerage program will generally be recommended to advisory clients for the execution of mutual fund and equity securities transactions. Cassidy Schiller Wealth Management regularly reviews these programs to ensure that its recommendations are consistent with its fiduciary duty. These trading platforms are essential to Cassidy Schiller Wealth Management's service arrangements and capabilities, and Cassidy Schiller Wealth Management may not accept clients who direct the use of other brokers. As part of these programs, Cassidy Schiller Wealth Management receives benefits that it would not receive if it did not offer investment advice.

Charles Schwab Institutional (SI) provides Cassidy Schiller Wealth Management with access to institutional trading and custody services, which are typically not available to retail investors. These services generally are available to independent investment advisors on an unsolicited basis at no charge to them.

The services include brokerage, 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. SI also make available to Cassidy Schiller Wealth Management other products and services that benefit Cassidy Schiller Wealth Management but may not benefit its clients' accounts.

Some of these other products and services assist Cassidy Schiller Wealth Management in managing and administering clients' accounts. These include software and other technology that provide access to client account data (such as trade confirmations and account statements), facilitate trade execution (and allocation of aggregated trade orders for multiple client accounts), provide research, pricing information and other market data, facilitate payment of Cassidy Schiller Wealth Management's fees from its clients' accounts, and assist

Item 12 – Brokerage Practices

with back-office functions, recordkeeping and client reporting.

Many of these services generally may be used to service all or a substantial number of Cassady Schiller Wealth Management's accounts. Recommended brokers also make available to Cassady Schiller Wealth Management other services intended to help Cassady Schiller Wealth Management manage and further develop its business enterprise. These services may include consulting, publications and conferences on practice management, information technology, business succession, regulatory compliance, and marketing. Cassady Schiller Wealth Management does not, however, enter into any commitments with the brokers for transaction levels in exchange for any services or products from brokers.

While as a fiduciary, Cassady Schiller Wealth Management endeavors to act in its clients' best interests, Cassady Schiller Wealth Management's requirement that clients maintain their assets in accounts at SI may be based in part on the benefit to Cassady Schiller Wealth Management of the availability of some of the foregoing products and services and not solely on the nature, cost or quality of custody and brokerage services provided by the brokers, which may create a potential conflict of interest.

Cassady Schiller Wealth Management also receives software from Dimensional Fund Advisors (DFA), which Cassady Schiller Wealth Management utilizes in forming assets allocation strategies and producing performance reports. DFA also provides continuing education for Cassady Schiller Wealth Management personnel. These services are designed to assist Cassady Schiller Wealth Management plan and design its services for business growth.

Cassady Schiller Wealth Management will require clients to use a specific broker-dealer to execute transactions.

For certain fixed income portfolios and transactions, Cassady Schiller Wealth Management may request that it be provided with written authority to determine the broker dealer to use for client transactions and the commissions costs that will be charged to clients for these transactions. Any limitations on this discretionary authority shall be included in this written authority statement. Clients may change/amend these limitations as required. Such amendments shall be submitted in writing. For these fixed income transactions, Cassady Schiller Wealth Management assesses the quality of broker dealer services and client fixed income transactions, and approve the selection of those brokers or dealers which will provide the best services at the lowest commission rates or cost possible. The reasonableness of brokerage costs, commissions and mark-up/mark-downs is based on the broker dealer's ability to provide professional services, competitive execution, and other services that will help Cassady Schiller Wealth Management in providing investment management services to clients.

Item 12 – Brokerage Practices

SI does not generally charge clients a custody fee and is compensated by account holders through commissions or other transaction related fees for securities trades that are executed through the broker or that settle into the clients' accounts at the brokers. Trading client accounts through other brokers may result in fees (including mark-ups and mark- downs) being charged by the custodial broker and an additional broker.

When trading clients' accounts, errors may periodically occur. In all circumstances involving trade errors, clients are "made whole." For clients utilizing Schwab for custodial and brokerage services, trade errors are corrected through Schwab Institutional. Cassady Schiller Wealth Management trade errors that are corrected through Schwab Institutional and result in losses under \$100 are covered by Schwab. Cassady Schiller Wealth Management trade errors that result in gains less than \$100 are kept by Schwab to minimize and offset its administrative time and expense. Trade errors that Schwab corrects on behalf of Cassady Schiller Wealth Management and result in gains over \$100 are donated by Schwab to a charity of its choosing or in certain situations, Cassady Schiller Wealth Management trade errors that may financially benefit a Client and can be corrected in a Client account without creating regulatory restrictions, will be corrected directly in the Client's account. Subject to Schwab Error Desk approval, Cassady Schiller Wealth Management trade error gains & losses may be netted against each other if errors occur on the same trade date, or in some instances, within a few days of each other. Cassady Schiller Wealth Management has the responsibility to effect orders correctly, promptly and in the best interests of our clients. In the event, any error occurs in the handling of any client transactions, due to Cassady Schiller Wealth Management's actions, or inaction, or actions of others, Cassady Schiller Wealth Management's policy is to seek to identify and correct any errors as promptly as possible without disadvantaging the client or benefiting Cassady Schiller Wealth Management in any way.

Cassady Schiller Wealth Management may block trades where possible and when advantageous to clients. This blocking of trades permits the trading of aggregate blocks of securities composed of assets from multiple clients' accounts so long as transaction costs are shared equally and on a pro-rata basis between all accounts included in any such block. Block trading allows Cassady Schiller Wealth Management to execute equity trades in a timelier, equitable manner and to reduce overall commission charges to clients. To the extent that Cassady Schiller Wealth Management determines to aggregate client orders for the purchase or sale of securities, no advisory client will be favored over any other client. Generally, each client that participates in an aggregated order will participate at the average share price for all transactions in a given block in a given security on a given business day, with transactions costs shared pro-rata based on each client's participation in the transaction. Cassady Schiller Wealth Management shall not receive any additional compensation or remuneration as a result of the aggregation.

Cassady Schiller Wealth Management does not have any arrangements to compensate any broker dealer for client referrals.

Item 13 – Review of Accounts

INVESTMENT MANAGEMENT SERVICES:

Account assets are supervised periodically and formally reviewed at least annually by one or more of the financial advisors of Cassidy Schiller Wealth Management. The review process contains each of the following elements:

- a. assessing client goals and objectives;
- b. evaluating the employed strategy(ies);
- c. monitoring the portfolio(s);and
- d. addressing the need to rebalance.

Additional account reviews may be triggered by any of the following events:

- a. a specific client request;
- b. a change in client goals and objectives;
- c. an imbalance in a portfolio asset allocation; and
- d. market/economic conditions.

RETIREMENT PLAN AND PLAN PARTICIPANT SERVICES:

Retirement plan assets are reviewed no more than quarterly, and according to the standards and situations described above for investment management accounts.

FINANCIAL PLANNING SERVICES:

Financial Planning accounts/clients will be reviewed as contracted for at the inception of the advisory relationship.

REGULAR REPORTS PROVIDED TO CLIENTS (Also see item 15)

INVESTMENT MANAGEMENT SERVICES:

All clients will receive quarterly performance reports, prepared and reviewed by Cassidy Schiller Wealth Management, that summarize the client's account and asset allocation. Clients will also receive monthly statements from their account custodian, which will outline the client's current positions and current market value.

RETIREMENT PLAN AND PLAN PARTICIPANT SERVICES:

Employee Benefit Plan clients generally receive statements only from their account custodian.

Item 14 – Client Referrals and Other Compensation

Cassady Schiller Wealth Management receives compensation from third-party advisers to which it directs clients.

Cassady Schiller Wealth Management does not compensate non-advisory personnel for client referrals

Item 15 - Custody

When Cassady Schiller Wealth Management deducts fees directly from client accounts at a selected custodian, Cassady Schiller Wealth Management will be deemed to have limited custody of client's assets and must have written authorization from the client to do so.

Clients should receive at least quarterly statements from the broker dealer, bank or other qualified custodian (ie. Charles Schwab) that holds and maintains client's investment assets. Cassady Schiller Wealth Management urges you to carefully review such statements and compare such official custodial records to the account statements that we may provide to you. Our statements may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

Custody is also disclosed in Form ADV because Cassady Schiller Wealth Management has authority to transfer money from client account(s), which constitutes a standing letter of authorization (SLOA). Accordingly, Cassady Schiller Wealth Management will follow the safeguards specified by the SEC rather than undergo an annual audit.

Item 16 – Investment Discretion

Cassady Schiller Wealth Management usually receives discretionary authority from the client at the outset of an advisory relationship to select the identity and amount of securities to be bought or sold. In all cases, however, such discretion is to be exercised in a manner consistent with the stated investment objectives for the particular client account.

When selecting securities and determining amounts, Cassady Schiller Wealth Management observes the investment policies, limitations and restrictions of the clients for which it advises. For registered investment companies, Cassady Schiller Wealth Management’s authority to trade securities may also be limited by certain federal securities and tax laws that require diversification of investments and favor the holding of investments once made.

Investment guidelines and restrictions must be provided to Cassady Schiller Wealth Management in writing.

Item 17 – Voting Client Securities

Proxy Disclosures: As a matter of firm policy and practice, Cassidy Schiller Wealth Management does not accept the authority to and does not vote proxies on behalf of advisory client. For any pension plan or other employee benefit plan governed by ERISA, the right and responsibility to vote proxies has been expressly reserved to the plan trustees or other plan fiduciary. Clients retain the responsibility for receiving and voting proxies for any and all securities maintained in client portfolios. Cassidy Schiller Wealth Management, however, may provide advice to clients regarding the clients' voting of proxies.

Item 18 – Financial Information

Registered investment advisers are required in this Item to provide you with certain financial information or disclosures about their financial condition, if applicable. Cassidy Schiller Wealth Management has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients, and has not been the subject of a bankruptcy proceeding.