

Form ADV Part 3 – Client Relationship Summary

Date: 04/29/2022

Item 1: Introduction

CONFIDENCE WEALTH MANAGEMENT, LLC is registered as an investment adviser with the SEC, offering advisory accounts and services. Brokerage and investment advisory services and fees differ, and it is important that you understand the differences. This document gives you a summary of the types of services and fees we offer. Please visit www.investor.gov/CRS for free, simple tools to research firms and financial professionals, as well as educational materials about broker-dealers, investment advisers, and investing.

Item 2: Relationships and Services

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

What investment services and advice can you provide me? Our firm primarily offers the following investment advisory services to retail clients: customized solutions and strategies in the areas of tax planning, estate planning, asset protection planning from litigation and adverse market conditions, generational planning, business and corporate financial protection and exit strategies, and family asset protection strategies. In addition, we provide portfolio management (we review your portfolio, investment strategy, and investments); financial planning (we assess your financial situation and provide advice to meet your goals); solicitor/selection of other advisers (we select a third-party adviser for you to use). As part of our standard services, we monitor client accounts regularly on a monthly, quarterly, or annual basis based on the needs of your account. Our firm offers both discretionary advisory services (where our firm makes the decision regarding the purchase or sale of investments) as well as non-discretionary services (where the retail investor makes the ultimate decision). We do *not* limit the types of investments that we recommend. Depending on the situation, and at the sole discretion of the firm, relevant asset minimum will be determined on a case-by-case basis, therefore the firm will not declare a minimum asset requirement. Please also see our Form ADV Part 2A ("[Brochure](#)"), specifically Items 4 & 7.

Item 3: Fees, Costs, Conflicts, and Standard of Conduct

Questions to ask us: Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me? How might your conflicts of interest affect me, and how will you address them?

What fees will I pay? We will disclose all fees in advance before any commitment by either party is made. Our fees vary depending on the services you receive. Additionally, the amount of assets in your account affects our advisory fee; the more assets you have in your advisory account, the more you will pay us and thus we have an incentive to increase those assets in order to increase our fee. For hourly fee arrangements, each additional hour (or portion thereof) we spend working for you would increase the advisory fee. However, your fees can benefit from the breakpoint reduction in percentage charged when your asset level meets or exceeds those higher breakpoints. Our fixed fee arrangements are based on the amount of work we expect to perform for you, or the value we

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perceive that our work will add to your plan, so material changes in that amount of work will affect the advisory fee we quote you. Portfolio management fees are charged quarterly in arrears, while a portion financial planning fees may be charged in advance and the remainder in arrears. You pay our fees even if you do not have any transactions and the advisory fee paid to us generally does not vary based on the type of investments selected. Please also see Items 4, 5, 6, 7 & 8 of our [Brochure](#).

Some investments (e.g., mutual funds, variable annuities, etc.) impose additional fees (e.g., transactional fees and product-level fees) that reduce the value of your investment over time. The same goes for any additional fees you pay to a custodian. Additionally, you may pay transaction fees, if applicable, when we buy or sell an investment for your account. **You will pay fees and costs whether you make or lose money on your investments. Naturally, fees and costs you pay for any investment management services will reduce any amount of money you make on your investments over time. While Confidence Wealth Management, LLC will always disclose all fees to you, please make sure you understand what fees and costs you are paying.** Please also see our [Brochure](#) for additional details.

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 are acting in a fiduciary capacity, and 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 (see heading immediately below).*

How do your financial professionals make money? Primarily, we as a firm, and our financial professionals that work for us are compensated by direct payments for the advisory services we perform. We may either bill you or directly deduct our fees from your accounts. This compensation may vary based on different factors, such as those listed above in this Item. Some of our financial professionals also have the ability to receive commissions from recommendation of certain insurance products that they may feel add value to your situation when acting in their separate capacities as insurance agents and therefore it can be argued that they have an incentive to recommend products that provide them or our related entities additional compensation over those that do not. Please also see Item 10 of our [Brochure](#) for additional details.

Item 4: Disciplinary History

Questions to ask us: *As a financial professional, do you have any disciplinary history? For what type of conduct?*

Do you or your financial professionals have legal or disciplinary history? No, our firm does not legal or disciplinary history. Yes, certain of our financial professionals have legal and disciplinary events. Visit <https://www.investor.gov/CRS> for a free, simple search tool to research us and our financial professionals.

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Item 5: Additional Information

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

For additional information on our advisory services, see our [Brochure](https://adviserinfo.sec.gov/firm/summary/127383) available at <https://adviserinfo.sec.gov/firm/summary/127383> and any individual brochure supplement your representative provides. If you have any questions, need additional information, or want another copy of this Client Relationship Summary, then please contact us at 310-824-1000.