

SA Stone Wealth Management Inc. (SASWM) is registered with the Securities and Exchange Commission (SEC) as a broker-dealer and is a member of the Financial Industry Regulatory Authority (FINRA) and the Securities Investor Protection Corporation (SIPC). SASWM is known as SA Stone.

SASWM provides brokerage services and not investment advisory services. Brokerage and investment advisory services and fees differ, and it is important for you to understand these differences.

You should be aware that there are free and simple to use tools available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/CRS) which also provides educational materials about broker-dealers, investment advisers, and investing.

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

We offer brokerage to retail investors.

Our brokerage services include buying and selling securities at your direction as well providing you with investment recommendations from time to time or at your request. You make the ultimate decision regarding the purchase or sale of securities. We offer a broad range of investments including domestic and international equities, options, fixed income securities, mutual funds, exchange traded funds (ETFs), real estate investment trusts (REITS), variable annuities, structured notes, money market mutual funds, and certificates of deposit. We do not offer monitoring services whereby we monitor your brokerage account or the investments you own.

*For additional information, please see SA Stone’s Regulation Best Interest Disclosures, Introduced Customer Account Terms, Conditions & Disclosures, Form ADV, Part 2A brochure (Items 4 and 7 of Part 2A or Items 4.A. and 5 of Part 2A Appendix) and other applicable documents.*

**Conversation Starters.** Ask your financial professional:

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

**What fees will I pay?**

**Principal Fees and Costs for Brokerage Services.**

We charge fees on a transaction by transaction basis. For investments such as stocks, exchange traded funds (ETFs), options and bonds options, we typically charge you a fee each time a buy or sell transaction occurs. This fee is commonly referred to as a commission when the transaction involves a stock, ETF, or option and as a markup or markdown when the transaction involves a bond. The amount of the commission, markup or markdown is based on the specific transaction and can usually be negotiated with your financial professional. Because we charge you a fee for each transaction, we have an incentive to encourage you to engage in transactions.

We also earn a commission (sometimes called a “load”) when you buy investments, such as mutual funds, variable annuities, and real estate investment trusts for which there is no established trading market (non-traded REITS). These investments are sold by prospectus, and the commission is set by the product prospectus and cannot be negotiated. These investments generally pay us an ongoing fee (commonly referred to as a “trailing commission”) for some period following your purchase; *provided* you continue to own the investment. In some cases, that period is limited to a number of years; in other cases, the trailing commissions continue until you no longer own the investment.

Mutual funds, variable annuities and non-traded REITS are not traded on a stock exchange or other established trading market. When you redeem your investment, the issuer of the investment buys it back from you. We do not earn a commission when you redeem your investment in these products, and we generally continue to earn trailing commissions while you own the investment. Therefore, we have an incentive to encourage you not to redeem your investment in these products. These products are generally meant to be held for an extended period, and it is generally considered unacceptable to encourage investors to engage in short term purchases and sales. However, after you have held the investment long enough, we have an incentive to encourage you to liquidate your investment and to purchase another one because we will earn a commission on the new purchase.

**Other Fees and Costs Associated with Brokerage Services.**

Certain investments, such mutual funds, ETFs, variable annuities, and non-traded REITs, have ongoing internal fees and expenses, such as management fees, accounting fees, transfer and sub-transfer agent fees, and marketing and distributions fees, that place a drag on the performance of the investment (i.e., make it perform worse than if such fees did not exist). Higher fees place a greater drag on performance. These fees and expenses are described in the applicable prospectus, and we encourage you to read it. We receive marketing and distribution fees (sometimes referred to as “trailing commissions” or “trails”) from some, but not all, of these type investments.

Variable annuities impose a “surrender charge” and some mutual fund share classes impose an “early redemption fee” when you sell the investment before holding it for the required length of time.

Your brokerage account will be subject to various additional fees, such as IRA Fees for applicable accounts, postage and handling charges, statement fees, fees to wire funds, transfer fees and inactivity fees. Our fees are detailed in our Schedule of Fees. A copy of our Schedule of Fees is included with our New Account Agreement, and we will also provide you a copy of our current Schedule of Fees annually. You may also request a copy of our current Schedule of Fees at any time. We will give you at least 30 days' notice before we increase any of our fees.

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

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**Conversation Starters.** Ask your financial professional:

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

**What are your legal obligations to me when providing recommendations?**

**When we provide you with a recommendation** 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 recommendations we provide you. Here are some examples to help you understand what this means.

**How else does your firm make money and what conflicts of interest do you have?**

*Third-Party Payments.* We receive payments from third-party product sponsors and managers (or their affiliates) when we recommend or sell certain products. As such, we have an incentive to recommend (or invest your assets in) products of third-parties that pay us over products of third-parties that do not pay us or that pay us less.

*Revenue Sharing.* Certain managers and sponsors (or their affiliates) share the revenue they earn when you invest in their products or utilize their advisory services. We have an incentive to recommend (or invest your assets in) products of sponsors and managers that share their revenue with us over the products of sponsors or managers that do not share their revenue or who share less.

*Principal Trading.* We may engage in securities transactions with you for our own account. Because we earn compensation (such as markups and markdowns) and can receive other benefits in principal transactions, we have an incentive to trade with you on a principal basis and to recommend securities that we (or our affiliates) hold in inventory. We will not engage in a principal transaction with you in our investment advisory capacity without informing you of the details of the transaction and obtaining your consent.

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**Conversation Starters.** Ask your financial professional:

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

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

As discussed above under the heading "What Fees will I Pay?" we receive commissions, markups, and markdowns when you engage in securities transactions, and we earn trailing commissions on some products. We pay your financial professional a percentage of the commissions generated from your account. In some cases, the percentage we share with your financial professional increases when he or she generates more commissions. Therefore, your financial professional has an incentive to maximize the amount of commissions he or she generates from your account.

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

*Yes. Please visit [Investor.gov/crs](http://Investor.gov/crs) for a free and simple search tool to research us and our financial professionals.*

**Conversation Starters.** Ask your financial professional:

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

**Additional information**

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**Conversation Starters.** Ask your financial professional:

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