

## **Introduction**

Blue Ridge Wealth Planners (BRWP) is registered with the Securities and Exchange Commission (“SEC”) as an investment adviser. Brokerage and investment management services and fees differ, and it is important to understand the differences. Free and simple tools are available to research firms and financial professionals at [investor.gov/CRS](https://investor.gov/CRS) which provide educational materials about broker-dealers, investment advisers, and investing.

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

We are an investment adviser and provide investment advisory services rather than brokerage services. We offer discretionary asset management services on the AE Wealth Management platform and provide ongoing financial planning as part of our wealth management service. Financial planning is generally not offered as a standalone service and is included in our asset-based advisory fee, rather than charged separately.

Our advice focuses primarily on equities, mutual funds, exchange-traded funds (ETFs), interval funds, and model strategies developed and managed internally by our portfolio management team. We do not typically provide advice on every type of investment, although we are not contractually limited from doing so.

- **Monitoring:** As a part of our asset management services, managed accounts are reviewed internally at least quarterly. Formal reviews can be conducted at your request.
- **Authority:** We generally manage client assets on a discretionary basis. This means you grant us the authority to determine the securities and the amount to be bought or sold in your account without asking you in advance for each trade (taking into account any written restrictions you provide, if applicable). In rare, exceptional circumstances, we may agree to manage an account on a more limited, non-discretionary basis, but only if you and we sign a separate written addendum to our standard advisory agreement that describes those terms.

We generally require a minimum of \$250,000 in investable assets to open an advisory account. We may, in our discretion, waive this minimum and allow clients to aggregate multiple household accounts to meet it. Please refer to our Form ADV, Part 2A brochure (Items 4 and 7) for a more detailed description of our investment advisory services.

**Conversation Starters:** “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 fees will I pay?**

If you sign an advisory agreement, you will pay an annual asset-based fee, expressed as a percentage of the assets in your advisory account. We bill this fee monthly in arrears based on the average daily balance of each account for the prior calendar month and prorate it when services begin mid-month. We deduct our fee directly from your custodial account.

We generally recommend that accounts be managed through AE Wealth Management (AEWM)’s wrap fee program, where we serve as portfolio manager. In this program you pay a monthly asset-based management fee and no transaction-based commissions to us. The wrap fee generally includes most transaction and custodian costs that would otherwise be charged separately, so it may be higher than a typical non-wrap asset-based fee. Our fees vary by investment type; for example, we charge a lower advisory fee on real estate-based interval funds than on other assets we manage. Our fees reduce your investable assets and are deducted from your account. The more assets you have in your advisory account, including cash, the more you will pay. This creates a conflict of interest because we have an incentive to encourage you to increase the assets in your account. You will pay fees and costs whether you make or lose money on your investments, and these fees and costs will reduce the amount of money you make over time. Our fees are negotiable.

Some investments, such as mutual funds and exchange-traded funds (ETFs), also charge their own internal fees and expenses (such as management fees and other operating costs). These costs are in addition to our advisory fee and

reduce the value of your investments over time. Please ask your Wealth Planner for personalized information about the fees and costs you will pay.

**Conversation Starter:** *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 you invest for me?*

**What are your legal obligations to me when providing recommendations? How else does your firm make money and what conflicts of interest do you have?**

When acting as your adviser, we must 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 as they can affect the investment advice we provide you. *For example, certain firm professionals also serve as licensed insurance agents. In their capacity as an insurance agent, they may recommend that a client purchase an insurance product that generates a commission. This creates a conflict of interest.*

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

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

Investment advisor representatives receive a monthly fee based on your account's market value. The fee will increase as your account value increases and decrease if your account value decreases. Managed accounts are not charged any commissions, so the firm and its investment advisor representative only receives the monthly fee. It is important to understand the differences between a brokerage commission-based account and an asset-based fee account.

- **An asset-based fee** is often used if you want continuing advice or want someone to make investment decisions for you, even though it may cost more than a transaction-based fee.
- **Sales of Insurance Products.** In addition to the advisory fees described above, our financial professionals are also licensed insurance agents. As part of our financial planning process, they may recommend that you purchase insurance products (such as annuities or life insurance) and will typically receive commissions and may receive incentive-based awards from an insurance marketing organization or insurance carriers based on those sales. This creates a conflict of interest because they have a financial incentive to recommend insurance products, or products from particular carriers, based on the compensation they receive. Please refer to our Form ADV Part 2A Brochure (Items 5, 10, and 14) for additional information.

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

No. Visit [investor.gov](http://investor.gov) for a free and simple tool to research our firm and our financial professionals.

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

**Additional Information**

Additional information can be found on our website [blueridgewealth.com](http://blueridgewealth.com). A copy of this form will be posted to our website or available upon request by calling (865) 392-4260. We also encourage you to seek additional information:

- For additional information about our firm and services, visit [investor.gov](http://investor.gov), [adviserinfo.sec.gov](http://adviserinfo.sec.gov), or our website <http://blueridgewealth.com>.
- To report a problem to the SEC, visit [investor.gov](http://investor.gov) or call the SEC's toll-free investor assistance line at (800) 732-0330. To report a problem to FINRA, visit [finra.org/investors/file-complaint](http://finra.org/investors/file-complaint). If you have a problem with your investments, account, or financial professional, contact us in writing or call (865) 392-4260 or email [brad@blueridgewealth.com](mailto:brad@blueridgewealth.com).

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