

PIERCE WEALTH PARTNERS, INC

FIRM INTRODUCTION

Pierce Wealth Partners, Inc., (referred to here as “Pierce Wealth Partners” or “PWP”), is providing this *Customer Relationship Summary* as part of State of Texas Investment Adviser regulations. Our firm is providing this document to give you more information about our relationship with you, as a client. Throughout this summary we have called out some “conversation starters” which you may wish to discuss with us as you get to know us better. We have identified these items as bullet points throughout this summary.

Pierce Wealth Partners believes that communication and transparency are the foundation of its relationship with clients and will always strive to provide you with complete and accurate information. Pierce Wealth Partners encourages all current and prospective clients to read this Relationship Summary and discuss any questions you may have with your Financial Advisor.

Pierce Wealth Partners, Inc. is a Texas State registered investment adviser. Detailed information regarding Pierce Wealth Partners can be found on public websites including www.adviserinfo.sec.gov. Brokerage services are available through our affiliate, Bley Investment Group, Inc. Additional information about Bley Investment Group, Inc. is available at www.brokercheck.finra.org or on their website at www.bleyinvestments.com. **Brokerage and investment advisory services and fees differ and it is important for you to understand these differences.** For more information, free and simple tools are available to research firms and financial professionals at 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 investment advisory services to individuals, families, trusts, estates, charitable organizations, and businesses, including portfolio management and financial planning. Our portfolio management services include creating and managing personalized investment portfolios based on your financial goals, risk tolerance, and time horizon. We provide ongoing monitoring of your investments, with reviews at least annually or as agreed to in your advisory contract. Financial planning services include retirement planning, education funding, and estate planning advice tailored to your needs.

We exercise discretionary authority, meaning we can buy and sell investments in your account without your prior approval for each transaction, as outlined in our advisory agreement. You may impose reasonable restrictions on our investment choices, such as excluding specific securities. We do not limit our investment offerings to proprietary products or specific asset classes, but we primarily recommend diversified mutual funds, ETFs, fixed income, and individual securities.

There is a \$100,000 account value minimum to open or maintain a non-discretionary account with us and a \$1,000,000 minimum for our discretionary program, though the company reserves the right to waive the minimum requirements. Additionally, certain investment strategies may require a minimum investment amount, as disclosed in our Form ADV Part 2A.

Custody is provided by one of our third-party companies (custodians) depending on the type of investments you purchase. Our principal third-party clearing and custody vendor is Pershing, LLC (owned by Bank of New York/Melton).

There are different ways you can get help with your investments. You should carefully consider which type of account and services are right for you. Our advisory services are designed to take into account your investment objectives, risk tolerance, time horizon, and other investing parameters that are important to you.

CONVERSATION STARTERS. Ask your financial professional:

- ***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?

You will pay an ongoing asset-based fee, calculated as a percentage of the assets we manage for you, typically ranging from 0.75% to 1.5% annually, billed quarterly in arrears. The fee is based on the value of your account and deducted directly from your investment account. The more assets in your account, the more you will pay in fees, which may incentivize us to encourage you to increase your account assets.

For financial planning, we charge a fixed percentage fee based on net worth under \$1,000,000, depending on the complexity of your plan, paid 50% at the time of signing the contract and the balance due upon completion of the plan. Additional costs you may incur include custodian fees, account maintenance fees, transaction fees charged by your broker or custodian, and internal fees of mutual funds or ETFs (e.g., expense ratios). We do not charge performance-based 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. For more details, see Item 5 of our Form ADV Part 2A, available at www.piercewealth.com/disclosures.

When purchasing annuities, we receive compensation (commissions) directly from the insurance company. This depends on the size of the purchase, and the compensation schedule of the insurance company. Annuities are typically subject to surrender charges if the investment is sold prior to meeting the required minimum holding period. Additional information is available in the prospectus of the annuity you are purchasing regarding any holding period requirements.

Additional fees and expenses may apply for certain non-trade related transactions such as wire transfers or custodial fees for retirement type brokerage accounts such as an IRA. These fees include maintenance and termination fees from the custodian where your advisory brokerage account is located. Specific account fees are disclosed in the account application paperwork provided to you in association with these types of accounts.

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.

CONVERSATION STARTER. Ask your financial professional:

- *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?*

WHAT ARE YOUR LEGAL OBLIGATIONS TO ME WHEN PROVIDING RECOMMENDATIONS? HOW ELSE DOES YOUR FIRM MAKE MONEY AND WHAT CONFLICTS OF INTERESTS 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:

- **Asset-Based Fees:** Because we charge an asset-based fee, we earn more when your account grows, which may incentivize us to recommend riskier investments or discourage withdrawals. (Fee breakpoints are included in the fee schedule, please reference the Wrap Brochure and additional disclosure documents, including the Advisory Agreement.)
- **Third-Party Payments:** We may receive revenue-sharing payments from certain mutual fund companies, which could influence our recommendations. We disclose these arrangements in our Form ADV Part 2A.

We do not earn commissions or other transaction-based fees, and we do not receive compensation from the sale of specific securities.

Our primary source of revenue is the advisory fees described above. For more details on conflicts, see Items 10, 11, and 12 of our Form ADV Part 2A.

CONVERSATION STARTER. Ask your financial professional:

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

For Additional Information about our conflicts please see our Reg BI Disclosure document.

HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?

Our financial professionals receive a percentage payout of the investment advisory fees generated on their client base. Additionally, if an investment advisor sells an insurance product, they earn a percentage payout of the commission generated on that product. Finally, if an advisor creates a financial plan that generates a fee, they earn a percentage of that fee.

To eliminate potential conflict, Pierce Wealth Partners does not use a performance-based fee structure.

DO YOU OR YOUR FINANCIAL PROFESSIONALS HAVE LEGAL OR DISCIPLINARY HISTORY?

No, the firm and its employees have not been involved in legal or disciplinary events related to past or present investment clients.

CONVERSATION STARTER. Ask your financial professional:

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

ADDITIONAL INFORMATION

For Additional Information about us and our financial advisors, visit our website at www.piercewealth.com or review our Form ADV Part 2A and Part 2B brochures, available at www.piercewealth.com/disclosures. You can also contact us at (817) 732-2442 to request up to date information or a copy of this relationship summary. Our financial advisors are also licensed and registered with FINRA, so you can access information at www.brokercheck.finra.org.

CONVERSATION STARTER. Ask your financial professional:

- *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?*