

## Brophy Wealth Management, LLC – Form CRS

Brophy Wealth Management, LLC (“we”, “our” or “us”) is registered with the U.S. Securities and Exchange Commission (“SEC”) as an investment adviser. Our services and compensation structure differs from that of a registered broker-dealer. Free and simple tools are available to research firms and financial professionals at [www.investor.gov/CRS](http://www.investor.gov/CRS). The site also provides educational materials about broker-dealers, investment advisers and investing. Information in text boxes below are intended to be conversation starters for you to have with us and are required by the instructions to Form CRS.

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

We offer various services to individuals and their trusts and estates (our “retail investors”). We provide retail investors with investment management services and may provide financial planning or consulting as part of an investment management services relationship or on a standalone basis. We work with retail investors to determine their investment objectives and the client’s individual investment strategy is tailored to their specific needs. We primarily design and implement investment planning strategies and recommend that clients invest their assets using one or more Independent Managers. We then monitor and review a client’s account performance on an ongoing basis and change a client’s allocation or discuss changing the client’s allocation as needed.

The Independent Managers we select provide services on a discretionary basis, which means they have the authority to buy and sell investments in your account without speaking to you prior to doing so. You can place reasonable restrictions on the securities that are purchased in your account buy by notifying us, in writing.

We do not limit the scope of the universe of securities that we use in managing client accounts, but Independent Managers predominantly use individual stocks, bonds, exchange traded funds (“ETFs”), and/or mutual funds.

We do not have minimum fee or account requirements.

For more detailed information about our *Advisory Business* and the *Types of Clients* we generally service, please See Items 4 and 7, respectively in our [Form ADV Part 2A](#).

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| 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?*

We provide investment management services typically for an annual fee based upon a percentage of the market value of the assets managed by us. This fee generally ranges between 75 and 125 basis points (0.75% – 1.25%) per annum for portfolios valued at up to \$2 million. For larger portfolios, this fee is negotiable and varies depending on the terms of the agreed upon engagement. The Independent Managers engaged to manage client assets generally charge fees that are separate from our fee and these Independent Managers and other turnkey asset management platforms may employ billing practices that differ from ours.

Because our investment management fee is based on the amount of your assets under our management, the more assets you entrust us to manage, the more you will pay us for our services. Therefore, we have an incentive to encourage you to increase the amount of assets that you entrust to us.

For standalone financial planning or consulting services, we charge on an hourly or flat fee basis.

Your account will be held with a qualified custodian. Custodians generally charge transaction fees for effecting certain securities transactions. In addition, your assets may be invested in mutual funds and ETFs. You will bear your pro rata share of the investment management fees and other fees of these funds, which are in addition to the advisory fees that you pay us. These fees and expenses are described in each fund’s prospectus or other offering documents and potentially include a management fee, distribution fee (i.e., rule 12b-1 fee), and other fund expenses. 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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| 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? |
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For a copy of our Form ADV Part 2A, please visit:

[https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd\\_iapd\\_Brochure.aspx?BRCHR\\_VRSN\\_ID=634665](https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd_iapd_Brochure.aspx?BRCHR_VRSN_ID=634665)

For more detailed information about our fees and costs related to our management of your account, please See Item 5 in our [Form ADV Part 2A](#).

***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 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:

- \* We may recommend a particular custodian from whom we receive support services. This presents a conflict of interest, because our receipt of their support make us more inclined to continue using and recommending them.
- \* We may recommend rollovers out of employer-sponsored retirement plans and into Individual Retirement Accounts that we manage for an asset-based fee. If we don't currently manage your account held with your employer's plan, this will increase our compensation.
- \* Some of our financial professionals are registered representatives of APW Capital, Inc. ("APW"), an SEC registered broker-dealer and licensed insurance agents. Your financial professional may offer you brokerage services through APW or investment advisory services through us. Brokerage services and investment advisory services are different, and the fees we, and APW, charge for those services are different. It is important that you understand the differences. Your financial professional may earn transaction-based compensation and have additional conflicts of interest as a result of providing brokerage services through APW or insurance products. You are encouraged to learn more about APW by reviewing [www.aurorapw.com/distinctions.php](http://www.aurorapw.com/distinctions.php) and having a discussion with your financial professional. We generally only recommend that you develop an investment management relationship with us. However, our relationship with APW permits us to service certain of our legacy business and assets that you might transfer to our management from other broker-dealers. We also may recommend an account or relationship with APW so that you may purchase a variable annuity or 529 plan (or potentially other securities) where we deem it appropriate or you request that type of product.

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

For more detailed information about our conflicts of interest, please review Item 5, 10 and 12 of our [Form ADV Part 2A](#).

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

Our financial professionals are generally compensated on a salary basis and may receive discretionary bonuses. In the event an employee earns a bonus, they are based on various factors. In addition, certain of our financial professionals are equity owners of the firm, in which case they stand to receive a share of the profits of the firm.

***Do you or your financial professionals have legal or disciplinary history? No***

We encourage you to visit [www.Investor.gov/CRS](http://www.Investor.gov/CRS) to research our firm and our financial professionals.

As a financial professional, do you have any disciplinary history? If so, for what type of conduct?

***Additional Information***

Additional information about our firm is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You may contact our Chief Compliance Officer at any time to request a current copy of your [Form ADV Part 2A](#) or our *relationship summary*. Our Chief Compliance Officer may be reached by phone at (603) 668-2303.

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

For a copy of our Form ADV Part 2A, please visit:

[https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd\\_iapd\\_Brochure.aspx?BRCHR\\_VRSN\\_ID=634665](https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd_iapd_Brochure.aspx?BRCHR_VRSN_ID=634665)