

## FORM CRS –CLIENT RELATIONSHIP SUMMARY

FAIRWAY WEALTH LLC d/b/a Fairway Wealth Management LLC

March 19, 2024

### **Item 1: Introduction**

Fairway Wealth LLC (“Fairway Wealth”, “we”) is an independent investment adviser registered with the Securities and Exchange Commission (SEC). Services and fees differ between advisory firms and brokerage firms and we feel it is important for you to understand how they differ. There are free and simple tools available to research firms and financial professionals at <http://www.investor.gov/CRS>, which also provides educational materials about broker-dealers, investment advisers, and investing.

### **Item 2: What investment services and advice can you provide me?**

Fairway Wealth provides wealth management and family office services to high net worth families (i.e. retail investors) and occasional businesses or foundations. While investment advisory services are often at the core of our service offering, our advisory services generally include comprehensive wealth management topics such as financial and retirement planning, tax and cash flow planning, estate planning and insurance analysis.

Our investment advisory services are individualized to your specific situation and generally incorporate your entire liquid investment portfolio, including brokerage accounts, individual retirement accounts, and employer-sponsored retirement accounts such as 401(k)s. Through personal discussions and assessment of your overall financial picture and need, we help determine an appropriate investment strategy for you across a variety of asset classes and segments, work with you to implement that strategy, and then provide ongoing guidance, monitoring and reporting to help you stay in line with that strategy. We will implement your investment strategy with a combination of third-party mutual funds, exchange-traded funds (ETFs), and separately managed accounts. We monitor the holdings and performance of your account on an ongoing basis. Reviews of each client portfolio are performed quarterly at a minimum and performance reports are provided directly to you by us each quarter.

Fairway Wealth generally operates as a discretionary investment advisor. If you participate on a discretionary basis, you allow us to manage your account and place trades without your prior approval. However, we want our clients to be well informed and typically communicate our explanation for any transactions near the time of execution. Fairway Wealth does operate as a non-discretionary investment advisor for certain legacy clients and when requested for new client relationships. In those circumstances, we will provide specific advice to the client and execute trades on a client’s behalf, but they make the ultimate decision regarding the purchase or sale of any investments by providing an approval of the recommended transactions. Additional information about our advisory services can be found in [Item 4 of our Firm Brochure](#).

#### **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?**

### **Item 3 (part 1): What fees will I pay?**

For most clients, we charge an asset-based fee for our services, billed quarterly in advance. There are situations where charging fees based on a percentage of assets is not feasible. In these cases, fees may be charged as a fixed annual retainer based on size, complexity, and other factors. In either case, our minimum fee is \$15,000 per year, but we retain the discretion to charge a lesser fee and/or reduce or waive our stated minimum fee. There may be limited situations where fees are charged on an hourly basis for a specific project.

In addition to our fees, you will be responsible for other fees and expenses, such as underlying mutual fund/ETF/money manager fees and transaction fees charged by your custodian. We will generally review those fees with you as we are developing your investment strategy, so that you have transparency into the entirety of your 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. More detailed information about fees and costs can be found in [Item 5 of our Firm Brochure](#).

**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?**

**Item 3 (part 2): 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.

As an example, with an asset-based fee schedule, the more assets we advise on, the greater the fee we will receive. Therefore, we may have an incentive to encourage clients to increase their assets under our management. While we recognize there is an inherent conflict of interest when fees are asset-based (for example, whether to pay off a mortgage using portfolio assets), our Code of Ethics and internal policies and procedures require that the clients' interests must always come ahead of ours. We are offered products and services from the custodian we recommend to hold client assets. This creates an incentive for us to recommend the custodian over other custodians who do not provide such products and services. We address this conflict through disclosure, and, as a fiduciary, make recommendations we believe to be in our clients' best interest. More detailed information can be found in [Item 11](#) and [Item 12](#) of our Firm Brochure.

**Questions to Ask Us:**

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

**Item 3 (part 3): How do your financial professionals make money?**

Our financial professionals are compensated in cash in multiple ways, including based on the revenue they earn from the advisory services provided to their clients, base salaries, and bonuses based on individual and firm performance. We are a fee-only firm and as such, no form of compensation is ever based on the sale of any product. The senior partners of Fairway Wealth, LLC may be eligible for additional compensation from our indirect parent company, Focus Financial Partners, LLC (or one of its affiliates), based on Fairway Wealth's earnings. This potential for increased compensation provides and incentive for the partners to encourage you to maintain and even increase the size of your investment account with us. See Item 5 of your financial advisor's Form ADV Part 2B supplement for more information about your individual financial advisor's compensation.

**Item 4: Do you or your financial professionals have legal or disciplinary history?**

No. But, you can visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research Fairway and our financial professionals.

**Questions to Ask Us:**

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

**Item 5: Additional Information**

If you still have questions, would like additional information about Fairway Wealth Management, or would like to request a copy of this relationship summary, please visit our website at [www.fairwaywealth.com](http://www.fairwaywealth.com), call us at (216) 573-7200 or email us at [info@fairwaywealth.com](mailto:info@fairwaywealth.com). You can also further research us at <https://adviserinfo.sec.gov/>. Input the name or CRD# of the firm you are searching on the firm tab. Our CRD# is 311031.

**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?"**