

# Investment Advisor Disclosure Documents

## Form ADV Part 2A: Firm Brochure and Form ADV Part 2B Supplemental Brochures

**March 23, 2020**

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This brochure provides information about the qualification and business practices of Marietta Wealth Management, LLC. If you have any questions about the contents of this brochure, please contact us using the information listed on this cover page.

The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission ("SEC") or by any state securities authority. Marietta Wealth Management, LLC ("Marietta Wealth") is an SEC registered investment advisor. However, this registration does not imply a certain level of skill or training. Additional information about Marietta Wealth is also available on the SEC's website [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) and searching on either our SEC File # 801-106784 or Firm CRD # 281782.

## **ITEM 2 - MATERIAL CHANGES**

The Material Changes section of this brochure lists the material changes made since the last release of this brochure. This "summary" of changes will be made available to you at least annually.

If you would like to receive a complete copy of the Form ADV Part 2, you may obtain it by contacting us by telephone at: 404-549-6930, by email at [info@mariettawealth.com](mailto:info@mariettawealth.com) or on the internet at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search for us on the adviser information site by using our unique identifying number, known as a CRD number. The CRD number for Marietta Wealth is 281782. Please contact Ben Crowe, Chief Compliance Officer, if you have any questions about the contents of this brochure.

There have been no material changes to this brochure since its last release (March 25, 2019).

**ITEM 3 - TABLE OF CONTENTS**

Item 2 - Material Changes .....2

Item 3 - Table of Contents .....3

Item 4 - Advisory Business .....4

**Wealth Management Program** .....4

**Financial Planning Service** .....5

**Asset Management Service** .....6

**Retirement Plan Service** .....6

Item 5 - Fees and Compensation .....6

**Wealth Management Program Fees** .....6

**Financial Planning Service Fee** .....8

**Asset Management Service Fee** .....8

**Retirement Plan Service Fee** .....8

Item 6 - Performance-Based Fees and Side-By-Side Management .....9

Item 7 - Types of Clients .....9

Item 8 - Methods of Analysis, Investment Strategies, and Risk of Loss .....9

**Methods of Analysis** .....9

**Investment Strategies** .....10

**Risk of Loss** .....10

Item 9 - Disciplinary Information .....11

Item 10 - Other Financial Industry Activities and Affiliations .....11

Item 11 - Code of Ethics, Participation or Interest in Client Transactions and Personal Trading ..11

**Code of Ethics** .....11

**Participation or Interest in Client Transactions** .....11

**Personal Trading** .....12

Item 12 - Brokerage Practices .....12

**Custodial Services** .....12

**Soft Dollar Practices** .....12

**Directed Brokerage** .....12

Item 13 - Review of Accounts .....13

Item 14 - Client Referrals and Other Compensation .....13

**Client Referrals** .....13

**Other Compensation** .....13

Item 15 - Custody .....13

Item 16 - Investment Discretion .....14

Item 17 - Voting Client Securities .....14

Item 18 - Financial Information .....14

Form ADV Part 2B – Brochure Supplements .....1

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Professional Certifications .....6

#### **ITEM 4 - ADVISORY BUSINESS**

Marietta Wealth Management, LLC ("Marietta Wealth") is a Georgia Limited Liability Company organized in October 2015 as a fee-only investment adviser. We are registered with the Securities and Exchange Commission as required by the Investment Advisers Act of 1940. Our main office is located in Marietta, Georgia. We are 100% owned by private individuals. The individual ownership members are Benjamin Crowe (10-25%), Wesley Hackney (10-25%), Charles Holloway III (10-25%), and Scott Keller (50-60%). We have a business continuity plan in place that provides for the loss of communications, office location, services, or key people.

Marietta Wealth provides various types of advisory services including wealth management, financial planning, asset management, retirement plan consulting, and general consulting. These services are provided to individuals, families, trusts and estates, pension and profit sharing plans, and businesses entities.

Our services are made available to you primarily through individuals associated with Marietta Wealth as Investment Advisor Representatives ("IARs"). For more information about the IAR providing advisory services, you should refer to the Brochure Supplement for the IAR. Our Brochure Supplements, or Form ADV Part 2Bs, are attached and is required to be provided to you prior to or at the time you engage us. If you do not receive a Brochure Supplement, you should contact our firm at [info@mariettawealth.com](mailto:info@mariettawealth.com).

Our IARs rely on information obtained from you and your other professionals (attorney, accountant, real estate agent, insurance agent, private banker, trust officer, stockbroker, plan administrator, investment committee, etc.). We do not verify information received from you or your professionals. You are responsible for notifying us when there is any change in your financial situation and/or objectives that would impact the recommendations or services we provide.

As of December 31, 2019, our firm managed approximately \$402,212,450 in discretionary and \$236,801,515 in non-discretionary for a total of \$639,013,965 in assets under management.

#### **Wealth Management Program**

You provide your investment goals and objectives to us to assist in establishing an appropriate portfolio objective and suitable asset allocation. We obtain your goals and objectives through meetings with you and/or your completion of a profile questionnaire. Your profile questionnaire or your Riskalyze software generated investment policy statement will serve as a guide in managing your account(s) with us.

We offer wealth management services to you through an individually tailored investment options. Your portfolio may consist of one or more accounts. Your portfolio is managed by a designated IAR. You authorize us to purchase and sell an investment allocation that may consist of equity ("stock") positions, Exchange-Traded Funds ("ETFs"), Real Estate Investment Trusts ("REITs"), Investment Company ("open and closed mutual funds") products, along with a mix of fixed-income/debt ("bond") instruments that have been reviewed by our Investment Committee.

Your portfolio may include retirement account(s). When providing recommendations to retirement plan accounts involving rollover considerations, there are generally four options regarding an existing retirement plan account. An employee may use a combination of those options, such as; (i) leave the funds in the former employer's plan, if permitted, (ii) roll over the funds to a new employer's plan, if one is available and rollovers are permitted, (iii) roll over to an Individual Retirement Account ("IRA"), or (iv) cash out the account value (which could, depending upon the individual's age, result in adverse tax consequences). If your designated IAR recommends that you rollover your retirement plan assets into an account to be managed by Marietta Wealth, such recommendation creates a conflict of interest insofar as we will earn an advisory fee on the rolled

over assets. You are under no obligation to roll over retirement plan assets to an account managed by us.

Some client's investment portfolios include Separately Managed Accounts (SMAs) as part of their overall allocation strategy. SMAs are not part of our current allocation strategies, however they were provided to existing clients through Schwab's managed account offerings. The Schwab Managed Account *Select* program uses Schwab's Center for Financial Research (a division of Schwab) to research money managers and their investment strategies and provides information to us. We then help the client decide whether the *Select* program and available money managers are suitable for them. The program bundles research, Schwab's brokerage, custodial and client reporting fees under a single, all-inclusive fee. Assets with Schwab Managed Account *Select* Program are charged a program fee (wrap program) as detailed in the Schwab Managed Account *Select* application and agreement. Schwab Managed Account *Marketplace* is a managed account platform. Schwab does not provide research on money managers available under this platform. However, some of the money managers available on this platform are also available under the *Select* program. The service provided on this platform are unbundled, meaning fees for Schwab's execution and custodial services are not combined with the money manager fees, which are negotiated with the individual money manager and are based on the type of assets and total under management. In both SMA offerings a separate fee is charged by us for monitoring and consulting on the portfolio. These services are offered under our advisory agreement and Schwab managed account offerings.

Accounts are held in your name at an independent custodian which may include Charles Schwab & Company, Inc. ("Schwab"), TD Ameritrade, or Interactive Brokers, LLC. Account statements are provided to you directly from your account custodian. We will provide periodic performance reports to you. The details of the account relationship are stated in your Advisory Agreement and the custodian's account application.

Wealth management services includes financial planning upon your request and subject to the Wealth Management Program's \$500,000 assets under management minimum.

**Financial Planning Service**

We offer personal financial planning services. All forms of financial planning include a mutually defined review, analysis, and evaluation of your personal financial needs and goals. In general, our financial planning may encompass one or more of the following areas.

- |                                   |                      |
|-----------------------------------|----------------------|
| Marital/Divorce Planning          | Retirement Planning  |
| Education Planning                | Investment Planning  |
| Taxes and Cash Flow Planning      | Real Estate Planning |
| Survivor and Beneficiary Planning | Insurance Planning   |
| Estate Planning                   |                      |

We gather information through in-depth interviews and related meetings. Information gathered includes your current financial situation, planning activities, future goals and objectives. We assume that the information received from you or from other professionals is complete and accurate.

We offer consulting services on topics not related to investment management or financial planning that may include a written analysis or report at your request as part of our consultation.

You receive an analysis of your current situation and recommendations to address your goals and objectives. Financial planning recommendations are implemented at your discretion. You are under no obligation to implement recommendations. We recommend you work closely with your

attorney, accountant, real estate agent, insurance agent, private banker, trust officer, or other professionals as appropriate in implementing recommendations. At your request, we may recommend other professionals to assist you. Other professionals are engaged directly by you. Our IARs have established business relationships with other professionals that they may recommend to you. Our IARs will disclose existing relationships to you which, at times, may present a conflict of interest. We monitor potential conflicts of interest with our IARs and other professionals by maintaining records on their receipt of gifts, and business entertainment.

### **Asset Management Service**

We provide asset management services to institutions and business based on investment goals and objectives of the portfolio. We obtain the investment goals and objectives through meetings with representatives of the business and/or the completion of a profile questionnaire. We assist in establishing the appropriate portfolio objective and suitable asset allocation. Portfolios are managed by a designated IAR. Asset management consist of equity ("stock") positions, Exchange-Traded Funds ("ETFs"), Real Estate Investment Trusts ("REITs"), Investment Company ("open and closed mutual funds") products, along with a mix of fixed-income/debt ("bond") instruments that have been reviewed by our Investment Committee.

### **Retirement Plan Service**

We provide investment management and advisory services to sponsors of qualified retirement plans. Our services are tailored, in part, on whether the plan is Trustee Directed, where the trustee makes all the investment decisions for the plan's assets, or Participant Directed, where the participant exercises independent control over the investment of their individual account (self-directed account). We offer these investment advisory services on either a "non-discretionary" basis (serving as a limited-scope 3(21) fiduciary) or on a "discretionary" basis (serving as a 3(38) investment manager) as defined under ERISA. In either role, we provide specific investment advice to you with regard to the selection of investment manager(s) and/or investment alternatives available to the Plan within the platform provided by the Plan's custodian. The services that we provide to each Plan may vary depending on the needs and/or desires of the Plan's trustees and participants. The scope of services that might be offered are listed below.

#### *Participant Directed plans offering include 3(21) services*

Limited-scope 3(21) Fiduciary services include, but are not limited to, development of investment policy statement, recommendations for selecting and monitoring Plan investments, investment performance measurement and analysis, recommendations for selecting and monitoring Qualified Default Investment Alternatives, and periodic meetings with plan sponsor.

#### *Trustee and Participant Directed plans offering include 3(38) services*

3(38) Investment Manager services include, but are not limited to, development of investment policy statement, selecting and monitoring Plan investments, investment performance measurement and analysis, selecting and monitoring Qualified Default Investment Alternatives.

Non-Fiduciary ERISA services include, but are not limited to, participant education and communication, assistance with fiduciary oversight and committee education, and assistance with selection and management of service providers.

## **ITEM 5 - FEES AND COMPENSATION**

### **Wealth Management Program Fees**

Fees are billed quarterly per household and paid in advance. The fee is calculated based on the aggregate market value of your portfolio (including all accounts in your household) on the last business day of the previous calendar quarter multiplied by one-fourth the corresponding annual percentage rate for each portion of your portfolio assets that fall within each fee tier. For new

accounts opened in mid-quarter, our fee is based upon a pro-rated calculation of your assets to be managed for the current quarterly period.

**Wealth Management Program  
Tiered Fee Rates**

Portfolio Value	Fee
Up to \$1,000,000	1.00%
\$1,000,001 - \$2,000,000	0.90%
\$2,000,001 - \$3,000,000	0.80%
\$3,000,001 - \$4,000,000	0.70%
\$4,000,001 - \$5,000,000	0.60%
\$5,000,001 and over	0.50%

The management fee within each tier is negotiable on a client-by-client basis depending on size, complexity, and nature of the assets managed. We have a \$5,000 minimum annual fee requirement (\$1,250 billed quarterly), which may be waived or reduced if negotiated. Portfolio values that fall below \$500,000 will be subject to this minimum annual fee which can cause your fee to exceed our annual tiered fee rate of 1.00% (e.g., a managed portfolio of \$250,000 with a minimum annual fee charge of \$5,000 will translate into an annual fee rate of 2.00%).

Fees are deducted from your managed account at the qualified custodian. We facilitate the billing process. Fees will be deducted first from any money market funds or cash balances. If such assets are insufficient to satisfy payment of such fees, a portion of the portfolio assets will be liquidated to cover the fee. You must consent in advance to direct debiting of your fees from your managed accounts. Custodians deliver your account statements at least quarterly directly to you. Account statements show all disbursements from your account. You are encouraged to review your account statements for accuracy. We will receive electronic access or duplicate copies of your account statements. In instances where direct debit is not obtained, you will be invoiced the management fee.

Your individually managed accounts, or third party program accounts, may incur additional charges and fees imposed by third parties. Third parties include custodians, mutual funds, and investment managers. These expenses are in addition to our management fee. Charges vary by third party, type of account, size of account, volume of activity, and type of investment. They are described in the custodian account agreements, investment prospectuses, and plan documents. Charges may include:

- Transaction charges for trade execution
- Mutual fund or money market 12b-1 and sub-transfer agent fees
- Mutual fund and money market management fees and administrative expenses
- Mutual fund transaction fees
- Administrative servicing fees for trust accounts
- Other custodial transaction charges and service fees outlined in the account agreement
- IRA and qualified retirement plan servicing fees
- Other charges required by law

We do not receive any portion of these charges or fees. Portfolio management services may cost more, or less, if provided by another investment advisor.

You may terminate the Advisory Agreement within five business days of execution without penalty and receive a full refund of fees paid. Asset management services may be terminated by either party. Termination occurs thirty days after receipt of a written notice by the other party. In the event termination does not fall on the last day of the billing cycle, you will be entitled to a pro-

rated refund of any prepaid quarterly management fee based on the number of days remaining in the billing cycle.

#### **Financial Planning Service Fee**

Fees are negotiable and vary by client depending on the scope of the engagement, complexity of services requested, the nature of your personal and financial situation, and any other factors that may affect the performance or delivery of the desired service. Your fee is stated in the Financial Planning Agreement. Our financial planning service fee typically ranges from \$0 to \$10,000. Our hourly fee for consulting on topics not related to asset management or financial planning engagements will not exceed \$350 an hour. We will invoice you for services and your payments will be made to Marietta Wealth Management, LLC.

You may terminate your Financial Planning service without penalty within five days of executing a Financial Planning Agreement. After the five day period, you may terminate your Financial Planning Agreement at any time and receive a refund of unearned fees, if any. Your Financial Planning Agreement terminates once the financial plan has been completed and presented to you.

#### **Asset Management Service Fee**

Fees for the Asset Management Service are based upon the wealth management tiered fee schedule stated above.

#### **Retirement Plan Service Fee**

##### *If Marietta Wealth Handles Billing*

Fees are billed quarterly per account and paid in advance. The fee is calculated based on the included assets of your account on the last business day of the previous calendar quarter multiplied by one-fourth of the corresponding annual percentage rate for your included assets balance. For new plans opened in mid-quarter, our fee is based upon a pro-rated calculation of your included assets to be managed for the current quarterly period. We do not make partial refunds of our quarterly fee for plan withdrawals made during the calendar quarter. Terminated plans are entitled to a prorated refund of any pre-paid quarterly fee based upon the number of days remaining in the billing quarter.

For Participant Directed ERISA retirement plans, the top annual fee is 1.00% for ERISA 3(21) services and 1.10% for ERISA 3(38) services. For Trustee Directed ERISA plans see the Asset Management Tiered Fee Rate schedule shown in the Wealth Management Fees section above. The retirement plan fee is negotiable on a client-by-client basis depending on size of the plan and services provided. We have a \$5,000 minimum annual fee requirement (\$1,250 billed quarterly), which may be waived or reduced if negotiated. Retirement plans with included assets that fall below \$500,000 may be subject to this minimum annual fee which can cause your fee to exceed our annual tiered fee rate when applicable (e.g., a account balance of \$250,000 with a minimum annual fee charge of \$5,000 will translate into an annual fee rate of 2.00%).

Fees may be direct billed to the Client or the custodian per the Plan Client's instructions.

##### *If the Recordkeeper Handles Billing*

If the plan Recordkeeper is responsible for handling the billing they will use the above annual retirement plan service fee, however advisory fees may be billed in advance or arrears on a monthly or quarterly basis. In addition, the calculation of the advisory fee may be different than disclosed here depending on the Recordkeeper the Plan uses. Such billing structure will be disclosed under a separate billing agreement with the Recordkeeper. In the event the Plan terminates before our fees are deducted and paid by the Recordkeeper, we will bill the Plan Sponsor on a prorated basis for the services provided prior to termination.

Our fees are exclusive of other related costs and expenses which shall be incurred by the Retirement Plan. For example, Plans may incur certain charges imposed by custodians, brokers, investments and other third parties such as fees charged by managers, recordkeeping/custodial fees, sales charges, redemption fees, transaction fees, wire transfer and electronic fund fees, and other fees and/or taxes. Mutual funds and exchange traded funds also charge internal management fees and expenses which are disclosed in a fund's prospectus. Such charges, fees, and commissions are exclusive of and in addition to our fee. We do not receive a portion of these charges or fees. Retirement Plan services may cost more, or less, if provided by another investment advisor.

You may terminate your Retirement Plan Services without penalty within five days of executing an Agreement and receive a full refund of fees paid. Retirement services may be terminated by either party. Termination occurs thirty days after receipt of a written notice by the other party. In the event termination does not fall on the last day of the billing cycle, you will be entitled to a pro-rated refund of any prepaid advisory fee based on the number of days remaining in the billing cycle.

#### **ITEM 6 - PERFORMANCE-BASED FEES AND SIDE-BY-SIDE MANAGEMENT**

We do not charge fees based on a share of capital gains or the capital appreciation of the assets held in your accounts. This item is not applicable.

#### **ITEM 7 - TYPES OF CLIENTS**

We provide advisory services to individuals, families, trusts, and estates. Services may extend to entities related to you, such as business entities, partnerships, charitable organizations, retirement accounts and retirement plans.

We do not require a minimum account size; however our services do have a minimum fee (See Item 5 Fees and Compensation). Refer to the third party manager disclosure documents for information on minimum account size requirements or any other conditions for SMAs.

#### **ITEM 8 - METHODS OF ANALYSIS, INVESTMENT STRATEGIES, AND RISK OF LOSS**

##### **Methods of Analysis**

We utilize the following sources of information for analysis and recommendations:

- Morningstar reports
- Fund prospectuses
- Financial newspapers and magazines
- Research prepared by third parties
- Corporate ratings services
- Company filings

We utilize an Investment Committee (IC). The IC governs the investment advisory process. IC members participate in conference calls, industry conferences, and meetings with fund and investment portfolio managers. IC makes general recommendations regarding asset allocation, mutual funds, ETFs, REITs and other investments. IC also constructs asset allocation model strategies and provides recommendations on the securities to populate these models. Your Investment Adviser Representative will use IC guidance to construct an investment strategy specific to your needs. It is important to note that no methodology or investment strategy is guaranteed to be successful or profitable.

For Retirement Plan clients each plan is analyzed separately paying particular attention to investment limitations as determined by the Plan documents, the Plan's current service providers/platform, and current platform architecture. In general, we use the same method of analysis for retirement plan clients as we do for non-retirement plan clients.

## Investment Strategies

We obtain detailed financial and other pertinent information from you. The investment strategy for you is based upon your financial goals and objectives. You may change these objectives at any time.

We will use a customized asset allocation strategy for your investment account. We provide advice on securities such as Investment Company ("mutual funds") products, Exchange-Traded Funds ("ETFs"), Separately Managed Accounts ("SMAs"), fixed-income/debt ("bond") instruments, Real Estate Investment Trusts ("REITs"), limited partnerships, and equity ("stock") positions. Various investments are utilized when opportunities exist.

## Risk of Loss

We do not represent, warrant, or imply that the services or methods of analysis employed by us can or will predict future results, successfully identify market tops or bottoms, or insulate you from losses due to market corrections or declines. Investment risks involve the following:

- Systematic Risk: market or economic factors
- Interest Rate Risk: change in value and yield
- Inflation Risk: loss of value or buying power
- Currency Risk: loss due to monetary exchange rates with international investments
- Liquidity risk: inability to buy or sell an investment
- Sociopolitical Risk: instability in regions of the world can affect investment markets
- Management Risk: impact of bad company management decisions
- Credit Risk: default risk on borrowing
- Assessment Risk: ability to understand, determine and evaluate an investment

In addition to general risks associated with investing, certain products also have additional risks.

### *Closed-End Funds*

Closed-end funds (CEFs) are investment vehicles actively managed by investment advisors. They are distinguished by their unique features and benefits. Shares of CEFs are created through an initial public offering (IPO), after which they trade on an exchange, similar to stocks. As a result of trading on an exchange, CEFs will have both a market price and a net asset value (NAV). Market prices fluctuate based on supply and demand and typically trade above (premium) or below (discount) the fund's NAV. The primary negative effect of the closed-end structure is the possibility of illiquidity. Since shares cannot be purchased or sold directly through the fund company, there are limitations on trading volume. If an order is placed that would materially increase the day's trading volume above the average, the price rises to correct this increase in demand. Likewise, if an investor wishes to sell an unusually large number of shares, the price will drop to a level where there are enough investors willing to purchase this large number of shares. The potential effect of reduced liquidity is that CEFs can experience share price volatility above that of mutual funds.

### *Exchange Traded Funds (ETFs)*

ETFs are typically investment companies that are legally classified as open-end mutual funds or unit investment trusts. However, they differ from traditional mutual funds in that ETF shares are listed on a securities exchange. Shares can be bought and sold throughout the trading day like shares of other publicly-traded companies. ETF shares may trade at a discount or premium to their net asset value. This difference between the selling and buying price is often referred to as the "spread." The spread varies over time based on the ETF's trading volume and market liquidity. The spread is generally lower if the ETF has a lot of trading volume and market liquidity. Although many ETFs are registered with the Investment Company Act of 1940 like traditional mutual funds, some ETFs, in particular those that invest in commodities are not registered as an investment

company. Certain ETFs may be subject to unique tax consequences such as K-1 tax reporting and tax treatment for collectibles.

*Real Estate Investment Trusts (REITs)*

REITs are typically investments in large-scale, income producing real estate. A REIT is a company that owns and typically operates income-producing real estate or related assets such as office buildings, shopping malls, apartments, hotels, warehouses, and mortgages or loans. Unlike other real estate companies, a REIT does not develop real estate properties to resell them. Instead, a REIT buys and develops properties primarily to operate as part of an investment portfolio. Many REITs are registered with the Securities Exchange Commission and can be offered publically through the stock exchange (exchange-traded) or not publically offered (non-exchange traded). Depending on the type of offering REITs can involve special risks such as lack of liquidity, transparency in share value, and method used to pay distributions.

**ITEM 9 - DISCIPLINARY INFORMATION**

Registered investment advisers are required to disclose all material facts regarding legal, disciplinary, or financial events that would be material to your evaluation of us or the integrity of our management. We have no reportable disciplinary history information applicable to this item.

**ITEM 10 - OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS**

Benjamin H. Crowe, one of our Managing Members, is a certified public accountant and a Managing Member of Bowen-Crowe Group, LLC, a full service CPA firm providing tax and accounting services to individuals and businesses. The services provided through Bowen-Crowe Group are separate and distinct from the services of Marietta Wealth. Mr. Crowe devotes approximately 25% of his available time to Bowen-Crowe Group depending on the needs of his accounting clients and the time of year.

Referrals to, from, and between us and Bowen-Crowe Group can create a potential conflict of interest. Mr. Crowe, as a managing member of both entities, has the ability to influence investment and accounting activities by keeping them all in-house. If this occurs it can benefit Mr. Crowe in receiving additional personal revenues. We recommend that when engaging Mr. Crowe's professional services, you should consider this affiliated conflict and that comparable or equivalent services may cost more or less if received through an independent option.

**ITEM 11 - CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING**

**Code of Ethics**

We have adopted a Code of Ethics that establishes the fundamental principles of conduct and professionalism expected by all personnel in discharging their duties. Our Code requires that we conduct all business dealings in an ethical fashion, and encourages us to meet not only the technical requirements but also the spirit of the Code. We have a duty of care, loyalty, and honesty. We must act in your best interest. Our Code requires us to comply with all federal securities laws. In addition, we are prohibited from defrauding, misleading, or manipulating you in providing our services. Further, we may not favor the interests of one client over another.

A copy of our Code of Ethics is available to you upon request.

**Participation or Interest in Client Transactions**

We are prohibited from investing with you or any client in a private business interest or other non-marketable investment unless prior approval has been obtained from our Chief Compliance Officer.

We are prohibited from acting upon insider trading information and may not share any non-public information regarding securities with anyone.

### **Personal Trading**

We have implemented guidelines regarding personal securities transactions, designed to prevent us from profiting personally, directly or indirectly, as a result of knowledge about a security or transactions. We are prohibited from acquiring securities in an initial public offering without prior written approval. We may at times buy or sell securities that are also held by you. Your orders are given priority over ours. Our personal trading is reviewed by our Chief Compliance Officer.

## **ITEM 12 - BROKERAGE PRACTICES**

### **Custodial Services**

We have established custodial relationships with Charles Schwab & Company, Inc. ("Schwab"), TD Ameritrade ("TD"), and Interactive Brokers, LLC. All are licensed broker-dealers and members of FINRA and SPIC. These firms offer us services that include custody of securities, trade execution, clearance, and the settlement of transactions.

We recommend you establish accounts with Schwab, TD, or Interactive Brokers. We are not affiliated with the custodians. Schwab, TD, and Interactive Brokers generally do not charge separately for custody. They are compensated by you through commissions or other transaction-related fees from trades executed on their trading platforms or settled in your account. We evaluate the firms' brokerage based on execution services, investment offering and quality of service. Schwab, TD, and Interactive Brokers also make available to us other products and services that benefit us but may not benefit your accounts. These other services include:

- Access to client account data (such as trade confirmations and account statements)
- Trade execution software
- Investment research, pricing information and market data
- Direct debit of fees from accounts
- Recordkeeping (account paperwork, trade memorandums and statements)
- Practice management consulting, publications, and conferences

These services are available to us on an unsolicited basis. They are intended to help manage and develop our advisory business.

### **Soft Dollar Practices**

We do not receive soft dollar benefits from account custodians. We have implemented a policy that requires approval, reporting, and monitoring of soft dollar benefits.

### **Directed Brokerage**

We will evaluate the use of any broker-dealer not mentioned above on a case-by-case basis. If you direct us to use a particular broker-dealer not mentioned above, we may not be able to achieve best execution such as negotiated commissions. Commissions charged may be more or less than those charged to other clients.

Third party manager disclosure documents provide information on their brokerage recommendations and practices. We do not recommend broker dealers for third party accounts.

### **Trade Aggregation**

Since your account is managed individually, we do not aggregate your trades with others. Mutual fund trades do not provide an aggregation benefit. Non-aggregated trades in equity stocks may result in your paying higher brokerage costs. Under certain circumstances such as security trading

volume, number of clients involved, and/or the financial instrument; we may aggregate (bunch) orders provided they seek to achieve best execution and do not systematically advantage or disadvantage a client.

### **ITEM 13 - REVIEW OF ACCOUNTS**

Your IAR reviews your account on an on-going basis to monitor its performance with your stated investment objectives and guidelines. Cash needs will be adjusted as necessary.

We encourage you to review with us your investment strategies and account performance on an annual basis. Material changes in your financial situation, the general economy, or tax law changes can trigger more frequent reviews. It is your responsibility to notify us of any changes in your financial situation or circumstances that would materially impact the recommendations or services we provide.

### **ITEM 14 - CLIENT REFERRALS AND OTHER COMPENSATION**

#### **Client Referrals**

We compensate two third-party solicitors for client referrals. A client who is solicited by a solicitor will receive a separate Solicitor Disclosure Statement describing the nature of the arrangement in detail. In order for a third party to be compensated by us for referring a prospective client to us the third party must be engaged by us under a Solicitor or Referral Agreement ("Agreement") in compliance with Section 206(4)-3 of the Investment Advisers Act of 1940. In general, a solicitor is compensated only after a prospect becomes a client of ours by executing our client agreement. The solicitor is paid a percentage of our collected advisory fee as specified in the solicitor's agreement. A solicited client pays no additional fee for the referral; to the contrary, the fee we earn is reduced by the amount paid to the solicitor. Clients may request details regarding a particular solicitor agreement by contacting us at the contact information provided on the first page of this document.

#### **Other Compensation**

Although as part of our planning services we may recommend other professionals to provide services or transact suggested financial or investment product sales, such as insurance, you are under no obligation to use the professionals we recommend to you. These professionals may receive normal and customary compensation for their services to you. We do not share in or accept compensation from other professionals with respect to the services or recommendations they provide to you.

We, our employees, and IARs may receive additional compensation from advisory product sponsors and other professionals. Such Compensation may include gifts valued at less than \$100 annually or occasional business entertainment such as a dinner, a ticket to a sporting event, or reimbursement in connection with education or training meetings. Our employees are required to report their gifts and business entertainment as part of our firm's policies and procedures.

### **ITEM 15 - CUSTODY**

Custody is defined as holding, directly or indirectly, client funds or securities, or having any authority to obtain possession of them. Since all client funds and securities are maintained with a qualified custodian, we do not take physical possession of any client assets. However, under current interpretations of applicable SEC rules, our firm is deemed to have constructive custody of certain client assets due to authority granted us through standing letters of authorization, the direct debit of fees from client accounts, or other similar authorizations. Clients will receive at least quarterly statements directly from their account custodian(s). In order to ensure that all account transactions, holdings and values are correct and current, we urge clients to carefully

review these statements for accuracy. Should you notice any discrepancies or you do not receive your custodial account statement, please notify us and/or your custodian as soon as possible.

#### **ITEM 16 - INVESTMENT DISCRETION**

When established, we have authority to determine, without obtaining specific consent from you, both the securities to be bought and sold in your managed accounts as well as the amount of the securities to be bought or sold. This discretion must be provided at the beginning of our relationship and documented in our Agreement with you. In a non-discretionary capacity, we will consult with you prior to each trade for approval. You may inform us of any restrictions or limitations you would like to place on your managed accounts.

Third party program managers have full discretion over trades in their programs. They do not consult with us or you before placing trades.

#### **ITEM 17 - VOTING CLIENT SECURITIES**

##### **Proxies**

We do not vote proxies for you. You retain the responsibility for receiving and voting proxies for securities held in your accounts. Your account custodian will send these to you or your designee.

##### **Class Action Lawsuits**

Securities held in your managed accounts may be subject to class action lawsuits. We have engaged Chicago Clearing Corporation ("CCC") to provide a review of possible settlement claims involving a class action lawsuit. CCC seeks out open and eligible class action lawsuits. CCC files, monitors and expedites the distribution of settlement proceeds in compliance with SEC guidelines on your behalf. CCC's filing fee is contingent upon the successful completion and distribution of the settlement proceeds from a class action lawsuit. CCC filing fee is 20% of your share of the settlement distribution. You are automatically included in CCC's service. You may opt-out by notifying us in writing. If you opt-out, neither we nor CCC will monitor class action filings for you.

#### **ITEM 18 - FINANCIAL INFORMATION**

We do not have a financial impairment that would preclude us from meeting our contractual commitments to you.

In addition, we do not act as custodian, have access to client account distributions beyond the direct debit of fees or your established SLOAs, or require the prepayment of fees from you of more than \$1,200 six months or more in advance. As a result, we are not required to provide you with our balance sheet.

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## FORM ADV PART 2B - BROCHURE SUPPLEMENTS

*These brochure supplements provide information about the following individuals that supplements the Marietta Wealth Management brochure. You should have received a copy of that brochure. Please contact Mr. Crowe if you did not receive our firm's brochure or if you have any questions about the contents of these supplements.*

### **Benjamin H. Crowe, CFP®, CFA, CPA**

472 N. Sessions Street, Unit #24  
Marietta, GA 30060  
Phone: (404) 549-6930

#### **Born** 1975

#### **Education**

- American Institute of Certified Public Accountants, Certified Public Accountant, 2008
- The CFA Institute, Chartered Financial Analyst®, 2003
- Certified Financial Planner Board of Standards, Certified Financial Planner®, 1999
- University of Georgia, Bachelor of Science in Finance, 1997

#### **Business Background for the Previous Five Years:**

- Marietta Wealth Management, Managing Member & CCO, November 2015 – Present
- Bowen-Crowe Group, LLC, Managing Member & CPA, November 2015 - Present
- G.W. Henssler & Associates, Ltd., Managing Associate, August 2010 – November 2015
- Henssler Asset Management, LLC, Managing Associate, August 2010 – November 2015
- ALPS Distributors, Inc., Registered Representative, October 2011 – November 2015

#### **Disciplinary Information**

Mr. Crowe does not have a legal or disciplinary event to report. Clients and prospective clients can view the CRD record (registration records) for Mr. Crowe through the SEC's Investment Adviser Public Disclosure (IAPD) website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The CRD number for Mr. Crowe is 4641679.

#### **Other Business Activities**

In addition to being an investment advisor representative ("IAR"), Mr. Crowe is licensed CPA in Georgia. He is a Managing Member of Bowen-Crowe Group, LLC, a full service CPA firm providing tax and accounting services to individuals and businesses. The services provided through Bowen-Crowe Group are separate and distinct from the services of Marietta Wealth. Mr. Crowe devotes approximately 25% of his available time to Bowen-Crowe Group depending on the needs of his accounting clients and the time of year.

Referrals to, from, and between us and Bowen-Crowe Group can create a potential conflict of interest. Mr. Crowe, as a managing member of both entities, has the ability to influence investment and accounting activities by keeping them all in-house. If this occurs it can benefit Mr. Crowe in receiving additional personal revenues. We recommend that when engaging Mr. Crowe's professional services, you should consider this affiliated conflict and that comparable or equivalent services may cost more or less if received through an independent option.

#### **Additional Compensation**

Mr. Crowe's compensation is derived from business income related to client engagements. Mr. Crowe does not receive any additional compensation or other economic benefit from any other source for providing investment advisory services.

#### **Supervision**

Mr. Crowe's activities are supervised by Marietta Wealth's Managing Principal, Scott Keller. Mr. Keller meets periodically with Mr. Crowe to oversee his adherence to the firm's Code of Ethics and confirm his duties are carried out in the best interest of our clients. Clients may contact Mr. Keller directly at 678-918-9133 or [scott@mariettawealth.com](mailto:scott@mariettawealth.com).

**Wesley N. Hackney, CFP®**

472 N. Sessions Street, Unit #24  
Marietta, GA 30060  
Phone: (404) 549-6930

**Born** 1976

**Education**

- Certified Financial Planner Board of Standards, Certified Financial Planner®, 2008
- Kennesaw State University, Bachelor of Business Administration in Finance, 2000

**Business Background for the Previous Five Years:**

- Marietta Wealth Management, Managing Member, October 2015 – Present
- G.W. Henssler & Associates, Ltd., Managing Associate, June 2008 – October 2015
- Henssler Asset Management, LLC, Managing Associate, June 2008 – October 2015
- ALPS Distributors, Inc., Registered Representative, July 2008 – August 2015

**Disciplinary Information**

Mr. Hackney does not have a legal or disciplinary event to report. Clients and prospective clients can view the CRD record (registration records) for Mr. Hackney through the SEC's Investment Adviser Public Disclosure (IAPD) website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The CRD number for Mr. Hackney is 4964298.

**Other Business Activities**

Mr. Hackney does not have any other business activities.

**Additional Compensation**

Mr. Hackney's compensation is derived from business income related to client engagements. Mr. Hackney does not receive any additional compensation or other economic benefit from any other source for providing investment advisory services.

**Supervision**

Mr. Hackney's activities are supervised by Marietta Wealth's Chief Compliance Officer, Benjamin Crowe. Mr. Crowe meets periodically with Mr. Hackney to oversee his adherence to the firm's Code of Ethics and confirm his duties are carried out in the best interest of our clients. Clients may contact Mr. Crowe directly at 678-918-8761 or [ben@mariettawealth.com](mailto:ben@mariettawealth.com).

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**Charles B. Holloway, III, CFP®, CFA™**

472 N. Sessions Street, Unit #24  
Marietta, GA 30060  
Phone: (404) 549-6930

**Born** 1977

**Education**

- Institute for Divorce Financial Analysts, Certified Divorce Financial Analyst™, 2010
- Certified Financial Planner Board of Standards, Certified Financial Planner®, 2008
- Georgia Institute of Technology, Bachelor of Science in Management, 2000

**Business Background for the Previous Five Years:**

- Marietta Wealth Management, Managing Member, October 2015 – Present
- G.W. Henssler & Associates, Ltd., Managing Associate, August 2008 – October 2015
- Henssler Asset Management, LLC, Managing Associate, August 2008 – October 2015
- ALPS Distributors, Inc., Registered Representative, October 2010 – August 2015

**Disciplinary Information**

Mr. Holloway does not have a legal or disciplinary event to report. Clients and prospective clients can view the CRD record (registration records) for Mr. Holloway through the SEC's Investment

Adviser Public Disclosure (IAPD) website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The CRD number for Mr. Holloway is 5300110.

**Other Business Activities**

Mr. Holloway does not have any other business activities.

**Additional Compensation**

Mr. Holloway's compensation is derived from business income related to client engagements. Mr. Holloway does not receive any additional compensation or other economic benefit from any other source for providing investment advisory services.

**Supervision**

Mr. Holloway's activities are supervised by Marietta Wealth's Chief Compliance Officer, Benjamin Crowe. Mr. Crowe meets periodically with Mr. Holloway to oversee his adherence to the firm's Code of Ethics and confirm his duties are carried out in the best interest of our clients. Clients may contact Mr. Crowe directly at 678-918-8761 or [ben@mariettawealth.com](mailto:ben@mariettawealth.com).

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**Scott L. Keller, CFA**

472 N. Sessions Street, Unit #24  
Marietta, GA 30060  
Phone: (404) 549-6930

**Born** 1966

**Education**

- The CFA Institute, Chartered Financial Analyst®, 2000
- Mercer University, Master of Business Administration, 1993
- University of Georgia, Bachelor of Business Administration in Finance, 1988

**Business Background for the Previous Five Years:**

- Marietta Wealth Management, Managing Member, October 2015 – Present
- G.W. Henssler & Associates, Ltd., Principal, December 1997 – October 2015
- Henssler Asset Management, LLC, Managing Associate, January 2002 – October 2015
- ALPS Distributors, Inc., Registered Representative, June 2005 – August 2015

**Disciplinary Information**

Mr. Keller does not have a legal or disciplinary event to report. Clients and prospective clients can view the CRD record (registration records) for Mr. Keller through the SEC's Investment Adviser Public Disclosure (IAPD) website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The CRD number for Mr. Keller is 3057544.

**Other Business Activities**

In addition to being an investment adviser representative ("IAR"), Mr. Keller also serves on the Mt. Paran Christian School Board of Trustees as a board member and member of the investment committee.

**Additional Compensation**

Mr. Keller's compensation is derived from business income related to client engagements. Mr. Keller does not receive any additional compensation for serving as a board member mentioned in other business activities above.

**Supervision**

Mr. Keller's activities are supervised by Marietta Wealth's Chief Compliance Officer, Benjamin Crowe. Mr. Crowe meets periodically with Mr. Keller to oversee his adherence to the firm's Code of Ethics and confirm his duties are carried out in the best interest of our clients. Clients may contact Mr. Crowe directly at 678-918-8761 or [ben@mariettawealth.com](mailto:ben@mariettawealth.com).

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## **Stephen A. Michael**

472 N. Sessions Street, Unit #24  
Marietta, GA 30060  
Phone: (404) 549-6930

**Born** 1952

### **Education**

- Georgia State University, Masters of Business Administration, 1977
- University of Denver, Bachelor of Arts in Political Science, 1974

### **Business Background for the Previous Five Years:**

- Marietta Wealth Management, Investment Advisor Representative, January 2016 – Present
- G.W. Henssler & Associates, Ltd., Senior Associate, November 2001 – January 2016
- Henssler Asset Management, LLC, Senior Associate, November 2001 – January 2016
- ALPS Distributors, Inc., Registered Representative, June 2005 – January 2016

### **Disciplinary Information**

Mr. Michael does not have a legal or disciplinary event to report. Clients and prospective clients can view the CRD record (registration records) for Mr. Michael through the SEC's Investment Adviser Public Disclosure (IAPD) website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The CRD number for Mr. Michael is 1286800.

### **Other Business Activities**

Mr. Michael does not have any other business activities.

### **Additional Compensation**

Mr. Michael's compensation is derived from business income related to client engagements. Mr. Michael does not receive any additional compensation or other economic benefit from any other source for providing investment advisory services.

### **Supervision**

Mr. Michael's activities are supervised by Marietta Wealth's Chief Compliance Officer, Benjamin Crowe. Mr. Crowe meets periodically with Mr. Michael to oversee his adherence to the firm's Code of Ethics and confirm his duties are carried out in the best interest of our clients. Clients may contact Mr. Crowe directly at 678-918-8761 or [ben@mariettawealth.com](mailto:ben@mariettawealth.com).

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## **John R. Massey, CPA, QKA**

472 N. Sessions Street, Unit #24  
Marietta, GA 30060  
Phone: (404) 549-6930

**Born** 1970

### **Education**

- Georgia Southern University, Bachelor of Business Administration in Accounting, 1994
- American Institute of Certified Public Accountants, Certified Public Accountant, 1996
- The American Society of Pension Professionals and Actuaries, Qualified 401(k) Administrator, 2002

### **Business Background for the Previous Five Years:**

- Marietta Wealth Management, Investment Advisor Representative, January 2019 – Present
- QP Transport, LLC, Owner, March 2011 - Present
- QP Post Close LLC, formerly Qualified Plans, LLC, Managing Partner, May 1997 – Present
- Ascensus, Vice President, February 2018 – December 2018

### **Disciplinary Information**

Mr. Massey does not have a legal or disciplinary event to report. Clients and prospective clients can view the CRD record (registration records) for Mr. Massey through the SEC's Investment Adviser Public Disclosure (IAPD) website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The CRD number for Mr. Massey is 4620380.

**Other Business Activities**

In addition to being an investment adviser representative ("IAR"), Mr. Massey is an advisory board member of Synovus Bank. He is also the owner of QP Transport, LLC an equipment leasing company.

**Additional Compensation**

Aside from compensation derived from business income related to client engagements, Mr. Massey does receive a fee for his service to the local advisory board of Synovus Bank. He currently does not receive income from his other business activities.

**Supervision**

Mr. Massey's activities are supervised by Marietta Wealth's Chief Compliance Officer, Benjamin Crowe. Mr. Crowe meets periodically with Mr. Massey to oversee his adherence to the firm's Code of Ethics and confirm his duties are carried out in the best interest of our clients. Clients may contact Mr. Crowe directly at 678-918-8761 or [ben@mariettawealth.com](mailto:ben@mariettawealth.com).

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**Cara P. Marinovich, CFP®**

472 N. Sessions Street, Unit #24  
Marietta, GA 30060  
Phone: (404) 549-6930

**Born** 1989

**Education**

- Kennesaw State University, Bachelor of Business Administration, 2011
- University of Georgia, Executive Program for Financial Planning, 2014
- Certified Financial Planner Board of Standards, Certified Financial Planner®, 2015

**Business Background for the Previous Five Years:**

- Marietta Wealth Management, Investment Advisor Representative, January 2019 – Present
- Oakbridge Partners, LTD. Financial Planning Associate, July 2012 – October 2018
- Arrange To Eat, Coordinating Assistant, November 2008 – June 2012

**Disciplinary Information**

Ms. Marinovich does not have a legal or disciplinary event to report. Clients and prospective clients can view the CRD record (registration records) for Ms. Marinovich through the SEC's Investment Adviser Public Disclosure (IAPD) website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The CRD number for Ms. Marinovich is 6750979.

**Other Business Activities**

Ms. Marinovich does not have any other business activities.

**Additional Compensation**

Ms. Marinovich's compensation is derived from business income related to client engagements. Ms. Marinovich does not receive any additional compensation or other economic benefit from any other source for providing investment advisory services.

**Supervision**

Ms. Marinovich's activities are supervised by Marietta Wealth's Chief Compliance Officer, Benjamin Crowe. Mr. Crowe meets periodically with Ms. Marinovich to oversee his adherence to the firm's Code of Ethics and confirm his duties are carried out in the best interest of our clients. Clients may contact Mr. Crowe directly at 678-918-8761 or [ben@mariettawealth.com](mailto:ben@mariettawealth.com).

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## Professional Certifications

Our representatives have earned professional certifications and designations that are required to be explained in further detail in this brochure supplement.

### ***Certified Financial Planner™***

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally-registered CFP (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board"). The CFP® requires certificate holders to have a bachelor's degree, three (3) years professional experience in the area of financial planning, and to successfully pass the examination process.

### ***Chartered Financial Analyst®***

The CHARTERED FINANCIAL ANALYST® (CFA®) is a professional designation issued by the CFA Institute. The CFA designation requires holders to have a bachelor's degree, four (4) years professional experience in the investment/financial field, and to successfully pass the examination process. Charterholders are required to adhere to the CFA Institute Code of Ethics and Standards of Professional Conduct and become a regular member of the CFA Institute.

### ***Certified Public Accountant***

CERTIFIED PUBLIC ACCOUNTANTS (CPA) are licensed and regulated by their applicable state board of accountancy. Georgia requires CPAs to have a bachelor's degree or higher with semester hour requirements in accounting and business related subjects, successfully pass the Uniform CPA Exam, and one (1) year of continuous qualifying experience in accounting. To retain a CPA license, holders must complete 80 hours of continuing education every two (2) years.

### ***Certified Divorce Financial Analyst®***

CERTIFIED DIVORCE FINANCIAL ANALYST (CDFA™) is a professional designation issued by the Institute for Divorce Financial Analysts (IDFA™) The CDFA™ designation requires holders to have three (3) years' experience in the area of financial services, accounting or family law, and to successfully pass the examination process. Holders are required to pay an annual certification fee, complete 15 hours of divorce-related continuing education every two (2) years, and adhere to the CDFA™ Code of Ethics and Professional Responsibility.

### ***Qualified 401(k) Administrator***

The QUALIFIED 401(K) ADMINISTRATOR (QKA) is a professional designation issued by the The American Society of Pension Professionals and Actuaries (ASPPA) The QKA designation requires holders to have two (2) years' experience in retirement plan-related matters, complete a certificate program of six educational courses, and successfully pass a basic concepts and compliance issues exam. Holders are required to pay an annual certification fee, complete 40 hours of continuing education every two (2) years.