

Client Relationship Summary  
GW & Wade, LLC  
April 12, 2021

Item 1. Introduction

We are registered with the United States Securities and Exchange Commission as an investment adviser. Brokerage and investment advisory services and fees differ and it is important for you to understand the differences between them. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://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?

We offer investment management services to retail and high net worth investors. The principal services we offer include investment management, financial planning services, as well as tax-preparation services. Clients typically use all of these services but they are each offered on a standalone basis. When retained to provide investment management services, we seek to invest your assets to match your investment objectives, risk tolerance and financial circumstances. You will typically give us discretionary authority to trade the assets in your account as set forth in your agreement with us. We will monitor the holdings and performance of the investments we make for you on an ongoing basis and will provide you with periodic oral or written reports about the performance and holdings of your account. We do not have account minimums. In limited cases we accept non-discretionary authority over clients' assets and in this case, the investor makes the ultimate decision regarding the purchase or sale of investments. If you engage us solely to provide financial planning services, we will not have discretionary authority to trade the assets in your account and we will not monitor or report to you on an ongoing basis about the holdings and performance of your investments. We offer clients the option of obtaining certain financial solutions from unaffiliated third-party financial institutions with the assistance of our affiliate, Focus Client Solutions.

For additional information, please refer to our [ADV Part 2A Brochure](#), especially [Item 4](#) (Services) [Item 7](#) (Clients and Account minimums), [Item 10](#) (Other Financial Industry Activities and Affiliations), [Item 13](#) (Account Monitoring) and [Item 16](#) (Discretionary Authority).

*Ask us: "Given my financial situation, should I choose an 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. What fees will I pay?

For our investment management services, we typically charge quarterly in arrears an asset-based fee, which is a fee that is calculated based on percentage of the total value of the assets in your account. The more assets there are in your account and the higher the value of those assets, the more you will pay in fees. Our firm has an incentive to encourage you to increase the assets in your account. We also charge separate fixed fees for financial planning and for tax services. In a fixed fee arrangement, the amount of fees we charge you remains the same even if your assets increase or decrease in amount or value. Our fees are listed in our client agreements and described in [Item 5](#) of our [Form ADV Part 2A Brochure](#). In addition to our fees, you will incur other fees and expenses associated with the investment of your assets. These other fees and expenses typically include brokerage commissions and other transaction costs, fees charged by your custodian, exchanges, and taxes. Depending on investments held in your account, you will also pay the fees and expenses associated with investment advice provided by third parties, including advisory fees and other expenses charged by mutual funds and exchange-traded funds, advisory fees and other expenses charged by third-party managers, and advisory and performance fees and other expenses charged by private investment funds. For additional information, see [Item 5](#) of our [Form ADV Part 2A Brochure](#).

*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.*

*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?"*

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.

Also, we sometimes recommend that clients invest in mutual funds that pay our affiliated broker-dealer (or whose sponsors pay our affiliated broker-dealer) fees that are in addition to the investment advisory fee that we charge you. We typically rebate these fees to your account, unless it is the only compensation we receive for our advisory services. We recommend to some clients that they use the brokerage services of our broker-dealer affiliate GW & Wade Asset Management Company, LLC ("GWWAMC") solely to execute transactions. We have a conflict of interest in making this recommendation because you pay GWWAMC to execute transactions. We recommend to some clients that they use the brokerage services of Fidelity Brokerage Services, LLC ("Fidelity") to execute transactions and hold account assets. We have a conflict of interest in making this recommendation because we receive benefits from Fidelity including practice management services, tools and a credit for costs we incur related to the transition of clients to Fidelity for brokerage and custodial services. For additional information, please refer to [Item 5](#), [Item 6](#), [Item 12](#) and [Item 14](#) of our [Form ADV Part 2A Brochure](#) and [GWWAMC's Form CRS](#).

*Ask us: "How might your conflicts of interest affect me, and how will you address those conflicts?"*

How do your financial professionals make money?

Our financial professionals are compensated based on a percentage of contributions to our revenue or by a salary and discretionary bonus and on a limited basis, eligible to receive special bonuses related to revenue retention and growth. Those professionals who are also registered representatives of our affiliated broker dealer GWWAMC also receive compensation from the sale of certain mutual fund share classes. Neither GWWAMC nor our financial professionals when acting as registered representatives of GWWAMC recommend securities transactions or changes in account type. For additional information, please refer to [Item 5](#), [Item 6](#), [Item 12](#) and [Item 14](#) of our [Form ADV Part 2A Brochure](#), our financial professionals' disclosure in [Form ADV Part 2B](#) and [GWWAMC's Form CRS](#).

*Ask us: "What conflicts are associated with the way your financial professionals are paid and how do you address those conflicts?"*

Item 4. Do you or your financial professionals have legal or disciplinary histories?

Yes. you can go to [Investor.gov/CRS](http://Investor.gov/CRS) for free and simple search tool to research our firm and our firm's financial professionals.

*Ask us: "As a financial professional, do you have any disciplinary history? For what type of conduct?"*

Item 5. Additional Information For additional information about our investment advisory services, and to request a copy of Form CRS, please contact us at 781-239-1188 or [info@gwwade.com](mailto:info@gwwade.com). Please also visit [www.gwwade.com](http://www.gwwade.com).

*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?"*