

Customer Relationship Summary – ADV Part 3

December 2, 2024

Item 1: Introduction

KEUDELL MORRISON WEALTH MANAGEMENT, LLC is an investment advisor registered with the Securities and Exchange Commission offering advisory accounts and services. Brokerage and investment advisory services and fees differ, and it is important that you understand the differences.

This document gives you a summary of the services we offer and the fees we charge. Please visit www.investor.gov/CRS for free, simple tools to research firms and for educational materials about broker-dealers, investment Advisors, and investing. Please feel free to ask us for more information. **Appendix A lists changes to this summary.**

Item 2: Relationships and Services

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?

What investment services and advice can you provide me? Our firm primarily offers the following investment advisory services to retail Clients: **Financial Planning** - We assess your financial situation and provide advice to help you meet your financial goals. **Portfolio Management** - We provide comprehensive portfolio management for our Clients' entire liquid portfolios or specified accounts through a wrap fee program. **Portfolio Manager Selection** -We select outside manager(s) and provide ongoing monitoring and analysis to ensure they are following mandates and performing to expectations.

As part of our standard services, we typically monitor Client accounts on a quarterly basis. We prefer to meet in-person with our clients once or twice per year. We also communicate with Clients via phone, e-mail, and video conferencing as needed. We do *not* limit the types of investments that we recommend. Our minimum account size is \$500,000. Our firm has discretionary investment authority without any material limitations.

Please also see our Form ADV Part 2A ("[Brochure](#)"), specifically Items 4 & 7.

Item 3: Fees, Costs, Conflicts, and Standard of Conduct

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

What fees will I pay? Keudell Morrison Wealth Management, LLC charges fees based on the service that you receive. Additionally, the amount of assets in your account affects our advisory fee, the more assets you have in your advisory account, the more you will pay us and thus we have an incentive to increase those assets in order to increase our fee. Our annual advisory fees for managing client portfolios are between 0.50% and 1.5% of advisory assets under management based upon a schedule of fees. In lieu of a fee based on assets that we manage for you; we may charge a fixed fee based upon an agreed amount.

We reserve the right to charge clients a lower investment advisory fee than our official fee schedule depending upon the management style or account type. Advisory fees are charged to the clients' accounts. The advisory fee is based on the average daily market value of the Client's account for the preceding month and charged monthly in arrears. Fees for pension plans and separately managed accounts are billed quarterly in arrears. All fees are memorialized with the Client Agreement.

Third Party Costs: Some investments (e.g. mutual funds, exchange-traded funds, variable annuities, etc.) may impose additional fees that reduce the value of your investment over time. For

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the wrap fee program, you will not typically pay additional transaction fees and thus our advisory fee is higher than if you paid transaction fees separately. **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.** Please also see our [Brochure](#) for additional details.

What are your legal obligations to me when acting as my investment Advisor? When we act as your investment advisor, we have a Fiduciary responsibility to always act in your best interest and not put our interests 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 with your interests. You should understand and ask us about these conflicts because they can affect the investment advice that we give you. Here are some examples to help you understand what this means.

How else does your firm make money and what conflicts of interest do you have? Our only source of revenue is from investment advisory fees paid directly to us from our Clients. We do not have any other sources of revenue.

How do your financial professionals make money? Our investment advisor representatives (IAR) are paid a base salary established from their years of experience. In addition, each IAR is paid a production-based salary derived from the revenue generated by their client relationships. Lastly, owners of our firm are paid profits from the company based on their percentage of ownership.

Item 4: Disciplinary History

Questions to ask us: As a financial professional, do you have any disciplinary history? For what type of conduct?

Do you or your financial professionals have legal or disciplinary history? Yes. We have legal and disciplinary events. Visit <https://www.investor.gov/> for a free, simple search tool to research us and our financial professionals.

Item 5: Additional Information

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

For additional information on our advisory services, see our [Brochure](#) available at <https://adviserinfo.sec.gov/firm/summary/292600> and any individual brochure supplement your representative provides. If you have any questions, need additional up-to-date, or want another copy of this Client Relationship Summary, then please contact us at (971) 209-4500.

Appendix A: Changes to the CRS from our 03/18/2021 filings; We added more language concerning our relationship and services, including how often we meet with clients and communication methods.