



# Sammons Wealth

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## Sammons Wealth

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Dallas, Texas 75230  
972-440-1194

<https://sammonswealth.com>

### Mailing Address

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Dallas, Texas 75230

## **Form ADV Part 2A – Firm Brochure**

Dated March 8th, 2023

This Brochure provides information about the qualifications and business practices of Sammons Wealth Management LLC, doing business as Sammons Wealth. If you have any questions about the contents of this Brochure, please contact us at 972-440-1194. The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Sammons Wealth is registered as an Investment Adviser with the State of Texas. Registration of an Investment Adviser does not imply any level of skill or training.

Additional information about Sammons Wealth is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) which can be found using the firm's identification number 286284.



## Item 2: Material Changes

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Sammons Wealth had the following material changes since its last filing of this firm brochure on 3/28/2022:

- Services with Pontera Solutions have been added to Item 4
- Fees have been updated in Item 5
- Charles Schwab was added as a custodian in Item 12
- We have removed Outside business Activities for Stephanie Sammons in Item 19 and Part 2B
- We have updated the entire document to reflect the Firm's DBA Sammons Wealth.

### **Future Changes**

From time to time, we may amend this Disclosure Brochure to reflect changes in our business practices, changes in regulations and routine annual updates as required by the securities regulators. This complete Disclosure Brochure or a Summary of Material Changes shall be provided to each Client annually and if a material change occurs in the business practices of Sammons Wealth.

At any time, you may view the current Disclosure Brochure online at the SEC's Investment Adviser Public Disclosure website at <http://www.adviserinfo.sec.gov> by searching for our firm name or by our CRD number 286284.

You may also request a copy of this Disclosure Brochure at any time, by contacting us at 972-440-1194.



## Item 3: Table of Contents

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## Item 4: Advisory Business

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### **Description of Advisory Firm**

Sammons Wealth is an independent, Fee-Only registered investment adviser in the state of Texas. Sammons Wealth was formed in December 2016 by Stephanie Sammons, CFP®, Founder and Owner. Stephanie began her financial advisor career in 1995 and obtained the CFP® designation in 2005. Sammons Wealth currently reports \$37,303,439 in discretionary and no non-discretionary Assets Under Management. Assets Under Management were calculated as of December 31, 2022.

### **Types of Advisory Services**

#### **Full-time Private Client - Ongoing Comprehensive Financial Planning + Investment Management + Tax Planning**

By joining as a Full-time Private Client of Sammons Wealth, you will receive initial and ongoing comprehensive financial planning and wealth management services.

Private clients receive initial and ongoing comprehensive financial planning. Your financial plan is updated throughout the year when we have review meetings and when you experience any life events that impact your plan. Tax return reviews and projections are done as part of the planning process each year.

Your financial plan may cover any or all of the following areas of your financial life: your specific life goals and dreams, current income analysis, strategic tax planning, cash flow analysis, retirement goal and income planning, education planning, insurance planning, healthcare and longevity planning, Social Security and Medicare planning, estate planning, business planning, stock compensation and/or deferred compensation planning, employee benefits review, residential real estate planning, multi-generational planning, charitable gifting strategies, and comprehensive investment portfolio analysis. Strategic tax planning is also a significant part of the planning process. This includes ongoing tax analysis and planning to minimize taxes yearly and throughout retirement.



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Other planning areas we cover may include life transitions such as career changes, new marriage or divorce, changes in your health status, eldercare planning for aging parents, inheritance planning, loss of a spouse or significant other, launching a new business, or sale of a business.

Full-time Private Clients also receive **ongoing comprehensive investment management**. This service includes the development of your personalized investment strategy, risk comfort level assessment, hands-on investment management and monitoring of accounts under the care of Sammons Wealth through our third-party custodian (TD Ameritrade Institutional), guidance for accounts or assets that cannot be managed directly by Sammons Wealth (i.e. employee retirement plans, equity compensation, real estate and/or business assets), coordination of all investment savings/distributions (i.e. RMDs) and income cash flows, tax-management and tax-loss harvesting, periodic rebalancing, strategic investment updates, and performance reporting via access to our online client dashboard/portal.

Our investment philosophy is to create an appropriate asset allocation and globally diversified portfolio for you that has the greatest probability of achieving your retirement goals with the least amount of risk. We utilize high-quality, low-cost investment funds for our client portfolios.

Sammons Wealth does not provide legal or accounting services in-house, but we do utilize third-party services for referrals that are aligned with our firm's fiduciary values and provide cost-effective solutions for our clients. We may also collaborate with your outside professional advisors (attorneys, accountants, insurance agents, pension consultants) as needed. These firms bill separately for their services. We will use our best judgment and good faith effort in rendering these services. We also do not accept referral fees from outside sources.

## **Pontera Solutions, Inc.**

In cases where the Client chooses to have Sammons Wealth advise on assets that are not held at a qualified custodian in which Sammons Wealth has an advisory relationship (See Item 12 of this Brochure) referred to as "held-away accounts," Sammons Wealth is able to provide investment management services of those held-away accounts through a third-party order management system, Pontera Solutions, Inc ("Pontera"). These held-away accounts include 401(k) accounts, 529 plans, variable annuities, and other similar accounts.

Access to held-away accounts is achieved by the Client giving permission via a provided link through Pontera for the Advisor to make asset allocation changes via the Client's online login credentials. These online credentials are never made available to, held or stored by Sammons Wealth.



Access is restricted and Advisor will only have permissions to make changes to the allocation of funds or other securities in the account and will not at any time be able to adjust, add to or subtract from investment options, or any other plan policies or fees assessed by the plan or the fund providers, access the financial assets in the account, make deposits, withdrawals or distributions. These assets will be monitored using third-party account aggregation software where the account values and holdings are transmitted and viewed from the account aggregation software. These assets are included in calculating the total assets under management when assessing the annual advisory fee.

## **ONE-time Financial Planning Service**

The One-time financial planning service is available to prospective clients considering coming on board as a full-time private client of the firm. Given the evolution of client financial goals, resources, life circumstances, and the changing global market/economic conditions, we strongly believe that an ongoing comprehensive wealth management relationship between the client and the advisor provides a significantly more optimal experience and outcome for the client.

After the one-time planning process is completed, if the client decides to join the firm as a full-time private client, we will waive the closing planning fee (50% of the total planning fee) and the client will move into our AUM pricing schedule.

One-time planning clients will go through an abbreviated planning process and receive a foundational plan with a summary of recommendations. A one-time assessment of your personal risk tolerance and investment portfolio guidance will also be provided. However, due to the limited nature of this program, you will not be contacted regarding future changes to the investment allocation or portfolio that may have been recommended.

## **Employee Benefit Plan Services**

Sammons Wealth provides employee benefit plan services to employer plan sponsors on an ongoing basis. Generally, such services consist of assisting employer plan sponsors in establishing, monitoring and reviewing their company's participant-directed retirement plan.

As the needs of the plan sponsor dictate, areas of advising could include: investment options, plan structure and participant education.



In providing employee benefit plan services, our firm does not provide any advisory services with respect to the following types of assets: employer securities, real estate (excluding real estate funds and publicly traded REITS), participant loans, non-publicly traded securities or assets, other illiquid investments, or brokerage window programs (collectively, “Excluded Assets”).

All retirement plan consulting services shall be in compliance with the applicable state laws regulating retirement consulting services. This applies to client accounts that are retirement or other employee benefit plans (“Plan”) governed by the Employee Retirement Income Security Act of 1974, as amended (“ERISA”). If the client accounts are part of a Plan, and our firm accepts appointments to provide services to such accounts, our firm acknowledges its fiduciary standard within the meaning of Section 3(21) or 3(38) of ERISA as designated by the Retirement Plan Consulting Agreement with respect to the provision of services described therein.

## **Client Tailored Services and Client Imposed Restrictions**

All client portfolios are customized and constructed according to each client's unique financial situation, risk level, goals, although many clients will hold similar allocations and securities. Current holdings and unrealized capital gains will also be considered.

Clients also have the ability to impose reasonable restrictions on the management of their account, including the ability to instruct us not to purchase certain exchange-traded funds, mutual funds, or other securities.

## **Third-Party Support**

Sammons Wealth may utilize a third-party paraplanner and administrative support personnel.

## **Wrap Fee Programs**

We do not participate in wrap fee programs.

# **Item 5: Fees and Compensation**

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Sammons Wealth is a Fee-only fiduciary advisory firm. We do not charge commissions, sell products, or accept referral fees from any third-party provider. We are compensated solely by our clients.



Please note, unless a client has received the firm's disclosure brochure at least 48 hours prior to signing the investment advisory contract, the investment advisory contract may be terminated by the client within five (5) business days of signing the contract without incurring any advisory fees and without penalty.

## **Full-time Private Client - Ongoing Comprehensive Financial Planning + Investment Management + Tax Planning**

For comprehensive financial and retirement planning, tax planning, and investment management, our fee-only pricing is based on assets under management and/or advisement:

Up to the first \$1,000,000 at 1%

Next \$1,000,001 to \$3,000,000 at .75%

Next \$3,000,001+ at .60%

The annual fees are pro-rated and paid in advance on a quarterly basis. The advisory fee is a tiered/blended fee that is calculated by assessing the percentage rates using the predefined levels of assets as shown in the above chart and applying the fee to the account value as of the last day of the previous quarter. For clients with AUM of less than \$750,000, we charge a minimum fee of \$7,500. We reserve the right to discount or waive certain client fees based on unique individual circumstances. At no point will the fee charged to the Client exceed 2% of assets under management.

Either the client or Sammons Wealth may terminate the engagement without cause at any time by written notice. In the event of termination, prepaid but unearned fees will be promptly refunded on a pro-rata basis based on the number of days remaining in the billing period from when all services provided by Sammons Wealth cease.

## **ONE-time Financial Planning Service**

The one-time comprehensive financial planning program requires a one-time fixed planning fee starting at \$4500. The first half of the fee will be required to begin the engagement and the remaining balance will be due once the plan has been delivered to the client.

The client will be invoiced for 50% of the planning fee at the beginning of the engagement and the remaining 50% balance will be assessed at the conclusion of the engagement; however, we will not bill an amount above \$500.00 more than 6 months in advance.





In the event of early termination before the delivery of the plan, Client will be billed for the hours worked at a rate of \$450 per hour and be refunded the difference between the hours of work completed and the payment received for the plan.

If a Planning Client decides at the conclusion of the planning engagement to become a Full-time Private Client of the firm, the remaining 50% planning fee balance will be waived and Client will convert to Private Client Assets Under Management billing.

## **Employee Benefit Plan Services**

The annual fee for employee benefit retirement plan services will be charged as a percentage of assets within the Plan according to the following fee schedule for investment management services.

The 401(k) standard fee is charged quarterly in arrears, and the fee schedule is as follows:

Sammons Wealth's Annual Fee on all benefit plan assets is 0.65%.

The above-listed fee does not include the fee of the 401(k) service provider that is selected. Our firm's fees are in addition to any fee assessed by mutual funds in which Plan assets are invested and any transaction fee charged by the third-party administrator and/or custodian where the Plan is held.

Sammons Wealth receives no compensation of any kind from any party in relation to the services it provides as an independent consultant to the Plan fiduciaries. Since fees are paid in arrears, no refunds will be processed upon terminations. Clients may terminate at any time.

## **Other Types of Fees and Expenses**

Additional fees you may incur are those that are directly billed by the third-party custodian housing your portfolio or broker-dealers such as trading or transaction fees, account fees, wire transfer and electronic fund fees, odd-lot differentials, transfer taxes, and other fees and taxes on brokerage accounts and securities transactions.

Exchange-traded funds and mutual funds also charge internal expenses which are disclosed in a fund's prospectus. However, we strive to select funds with low internal expenses for your portfolio. Such fees are exclusive of and in addition to our fee, and we shall not receive any portion of these fees.

Item 12 further describes the factors that we consider in selecting or recommending custodians or broker-dealers for client transactions and determining the reasonableness of their compensation.

We do not accept compensation for the sale of securities or other investment products including asset-based sales charges or service fees from the sale of mutual funds.



## **Item 6: Performance-Based Fees and Side-By-Side Management**

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We do not charge performance-based fees.

## **Item 7: Types of Clients**

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Although we serve clients from all walks of life, our comprehensive Full-time Private Client Services are most appropriate for clients who are within 5 to 15 years from retirement and have accumulated a minimum of \$1M in investment and retirement assets. We have a minimum annual fee of \$7500/year (\$1875/quarter). We also provide qualified plan investment management services for businesses and trust management services for individuals.

We reserve the right to discount or waive certain client fees based on unique individual circumstances, special arrangements, pre-existing relationships, or as otherwise may be determined by Sammons Wealth founder, Stephanie Sammons. We also reserve the right to decline services to any prospective client for any reason.

## **Item 8: Methods of Analysis, Investment Strategies and Risk of Loss**

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The primary investment strategy we employ is based on Modern Portfolio Theory as the core foundation in addition to other optimization models that have improved upon this theory over time and may help to further increase diversification and reduce risk.

Sammons Wealth will develop a diversified investment portfolio by blending various global asset classes and styles of ETFs and/or mutual funds (large cap, small cap, mid-cap, international, emerging markets, bonds, alternatives, growth, value) in varying proportions to determine the optimal mix based on the client's financial goals, risk preference, time horizon, and other relevant factors unique to the client's situation.



In certain cases, individual stocks and bonds may be utilized in client portfolios. For example, for some clients, we utilize our dividend income and/or dividend growth and income strategy which includes a portfolio of individual dividend-paying companies (stocks).

The objective of this strategy is to create the greatest probability for accomplishing the client's financial goals over time while minimizing risk and volatility that can be associated with investing.

The investment selection for your portfolio will consist of carefully reviewed high-quality exchange-traded funds (ETFs) and/or mutual funds that are diversified across multiple global asset classes. We may use a blend of passive and active investment funds where the active holdings have a more strategic and/or tactical purpose in addition to the core holdings.

We may recommend that you add to your portfolio on a regular or intermittent basis depending on your financial goals. Your portfolio will be periodically rebalanced as needed. We also focus on the tax-efficiency of your portfolio and will make asset location, account contribution/distribution, tax gain/tax loss harvesting recommendations on an ongoing basis.

Securities from outside accounts may be transferred into your advisory accounts, however, we may recommend that any securities be liquidated if we believe your existing portfolio is not aligned with your financial goals and risk capacity. We may also recommend liquidation of existing holdings that aren't as suitable for you due to high cost structure, low quality, or unnecessary tax exposure.

Our methods of investment analysis can include fundamental, technical, cyclical and charting analysis.

**Fundamental analysis** involves analyzing individual companies and their industry groups, such as a company's financial statements, details regarding the company's product line, the experience, and expertise of the company's management, and the outlook for the company's industry. The resulting data is used to measure the true value of the company's stock compared to the current market value. The risk of fundamental analysis information obtained may be incorrect and the analysis may not provide an accurate estimate of earnings, which may be the basis for a stock's value. If securities prices adjust rapidly to new information, utilizing fundamental analysis may not result in favorable performance.

**Technical analysis** involves using chart patterns, momentum, volume, and relative strength in an effort to pick sectors that may outperform market indices. However, there is no assurance of accurate forecasts or that trends will develop in the markets we follow. In the past, there have been periods without discernible trends and similar periods will presumably occur in the future. Even where major trends develop, outside factors like government intervention could potentially shorten them.



Furthermore, one limitation of technical analysis is that it requires price movement data, which can translate into price trends sufficient to dictate a market entry or exit decision. In a trendless or erratic market, a technical method may fail to identify trends requiring action. In addition, technical methods may overreact to minor price movements, establishing positions contrary to overall price trends, which may result in losses. Finally, a technical trading method may underperform other trading methods when fundamental factors dominate price moves within a given market.

**Cyclical analysis** is a type of technical analysis that involves evaluating recurring price patterns and trends based upon business cycles. Economic/business cycles may not be predictable and may have many fluctuations between long term expansions and contractions. The lengths of economic cycles may be difficult to predict with accuracy and therefore the risk of cyclical analysis is the difficulty in predicting economic trends and consequently the changing value of securities that would be affected by these changing trends.

**Charting analysis** involves the gathering and processing of price and volume information for a particular security. This price and volume information is analyzed using mathematical equations. The resulting data is then applied to graphing charts, which is used to predict future price movements based on price patterns and trends. Charts may not accurately predict future price movements. Current prices of securities may not reflect all information about the security and day-to-day changes in market prices of securities may follow random patterns and may not be predictable with any reliable degree of accuracy.

## **Passive and Active Investment Management**

We may choose investment vehicles that are considered passive, active or a combination of both styles.

Passive investing involves building portfolios that are composed of various distinct asset classes. The asset classes are weighted in a manner to achieve a desired relationship between correlation, risk and return. Funds that passively capture the returns of the desired asset classes are placed in the portfolio.

Active investing involves a single manager or managers who employ some method, strategy or technique to construct a portfolio that is intended to generate returns that are greater than the broader market or a designated benchmark. Actively managed funds are also designed to reduce volatility and risk.



We may engage in both passive and active investing in your portfolio. However, we strive to construct portfolios of select ETFs and mutual funds that we believe will have the greatest probability for achieving our clients' personal financial goals with the least amount of volatility and risk rather than attempt to outperform an arbitrary index or benchmark.

Specific ETF and mutual fund investment selection is based on a number of factors that we evaluate in order to select, what we believe to be, the highest quality ETFs and mutual funds for our clients. These factors include but are not limited to holdings, percentage weighting of holdings, liquidity, tax efficiency, bid/ask spreads, and other smart/strategic beta factors. These factors may or may not result in the lowest cost ETFs and mutual funds available, but we strive to keep internal ETF and mutual fund expenses as low as possible.

We may utilize third-party investment advisers ("sub-advisors"). Our analysis of sub-advisors involves the examination of the experience, expertise, investment philosophies, and past performance of the third-party manager in an attempt to determine if that manager has demonstrated an ability to invest over a period of time and in different economic conditions. We monitor the manager's underlying holdings, strategies, concentrations and leverage as part of our overall periodic risk assessment.

Additionally, as part of our due-diligence process, we survey the manager's compliance and business enterprise risks. A risk of investing with an outside manager who has been successful in the past is that he/she may not be able to replicate that success in the future. In addition, as we do not control the underlying investments in a third-party manager's portfolio. As we do not control the manager's daily business and compliance operations, we may be unaware of the lack of internal controls necessary to prevent business, regulatory or reputational deficiencies.

## **Material Risks Involved**

Sammons Wealth methods of analysis and investment strategies do not present any significant or unusual risks. However, every method of analysis has its own inherent risks. To perform an accurate analysis, Sammons Wealth must have access to current/new market information. We have no control over the distribution rate of market information.

All investing in securities involve risks that clients should be prepared to bear. Although our prudent investment approach is designed to minimize this risk, we cannot eliminate the risk of fluctuation that comes with investing in stocks and bonds. It is always possible in any given week, month, or year that an investor's portfolio value could be less than the previous period. Investors face the following risks:



**Market Risk:** Market risk involves the possibility that an investment's current market value will fall because of a general market decline, reducing the value of the investment regardless of the operational success of the issuer's operations or its financial condition.

**Interest Rate Risk:** Bond (fixed income) prices generally fall when interest rates rise, and the value may fall below par value or the principal investment. The opposite is also generally true: bond prices generally rise when interest rates fall. In general, fixed income securities with longer maturities are more sensitive to these price changes. Most other investments are also sensitive to the level and direction of interest rates.

**Inflation:** Inflation may erode the buying-power of your investment portfolio, even if the dollar value of your investments remains the same.

**Investment Strategy Risk:** Our investment strategy views the market as a whole and measures market risk in an attempt to reduce the inherent volatility and risks associated with investing. However, with every financial investment strategy there is a risk of a loss of principal. Not every investment decision will be profitable and there can be no guarantee of any level of performance.

## **Risks Associated with Securities**

**Options and other derivatives** carry many unique risks, including time-sensitivity, and can result in the complete loss of principal. While covered call writing does provide a partial hedge to the stock against which the call is written, the hedge is limited to the amount of cash flow received when writing the option. When selling covered calls, there is a risk the underlying position may be called away at a price lower than the current market price.

**Exchange Traded Funds** prices may vary significantly from the Net Asset Value due to market conditions. Certain Exchange Traded Funds may not track underlying benchmarks as expected.

**Investment Companies Risk.** When a client invests in open end mutual funds or ETFs, the client indirectly bears its proportionate share of any fees and expenses payable directly by those funds. Therefore, the client will incur higher expenses, many of which may be duplicative. In addition, the client's overall portfolio may be affected by losses of an underlying fund and the level of risk arising from the investment practices of an underlying fund (such as the use of derivatives). ETFs are also subject to the following risks: (i) an ETF's shares may trade at a market price that is above or below their net asset value; (ii) the ETF may employ an investment strategy that utilizes high leverage ratios; or (iii) trading of an ETF's shares may be halted if the listing exchange's officials deem such action appropriate, the shares are delisted from the exchange, or the activation of market-wide "circuit breakers" (which are tied to large decreases in stock prices) halts stock trading generally.



The Adviser has no control over the risks taken by the underlying funds in which clients invest.

## **Item 9: Disciplinary Information**

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### **Criminal or Civil Actions**

Sammons Wealth and its management have not been involved in any criminal or civil action.

### **Administrative Enforcement Proceedings**

Sammons Wealth and its management have not been involved in administrative enforcement proceedings.

### **Self-Regulatory Organization Enforcement Proceedings**

Sammons Wealth and its management have not been involved in legal or disciplinary events that are material to a client's or prospective client's evaluation of Sammons Wealth or the integrity of its management.

## **Item 10: Other Financial Industry Activities and Affiliations**

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No Sammons Wealth employee is registered, or have an application pending to register, as a broker-dealer or a registered representative of a broker-dealer.

No Sammons Wealth employee is registered, or have an application pending to register, as a futures commission merchant, commodity pool operator or a commodity trading advisor.

Sammons Wealth only receives compensation directly from clients. We do not receive compensation from any outside source. We do not have any conflicts of interest with any outside party.



## **Recommendations or Selections of Other Investment Advisers**

As referenced in Item 4 of this brochure, Sammons Wealth may utilize Third-Party Managers to manage client accounts. In the event that we utilize Third-Party Managers, please note that we do not share in their advisory fee. You are not obligated, contractually or otherwise, to use the services of any Third-Party Manager we recommend. Additionally, Sammons Wealth will only recommend a Third-Party Manager who is properly licensed or registered as an investment adviser.

## **Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading**

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As a fiduciary, our firm and its associates have a duty of utmost good faith to act solely in the best interests of each client. Our clients entrust us with their funds and personal information, which in turn places a high standard on our conduct and integrity. Our fiduciary duty is a core aspect of our Code of Ethics and represents the expected basis of all of our dealings.

### **Code of Ethics Description**

This code does not attempt to identify all possible conflicts of interest, and literal compliance with each of its specific provisions will not shield associated persons from liability for personal trading or other conduct that violates a fiduciary duty to advisory clients. A summary of the Code of Ethics' Principles is outlined below.

- Integrity - Associated persons shall offer and provide professional services with integrity.
- Objectivity - Associated persons shall be objective in providing professional services to clients.
- Competence - Associated persons shall provide services to clients competently and maintain the necessary knowledge and skill to continue to do so in those areas in which they are engaged.
- Fairness - Associated persons shall perform professional services in a manner that is fair and reasonable to clients, principals, partners, and employers, and shall disclose conflict(s) of interest in providing such services.





- Confidentiality - Associated persons shall not disclose confidential client information without the specific consent of the client unless in response to proper legal process, or as required by law.
- Professionalism - Associated persons' conduct in all matters shall reflect credit of the profession.
- Diligence - Associated persons shall act diligently in providing professional services.

We periodically review and amend our Code of Ethics to ensure that it remains current, and we require all firm access persons to attest to their understanding of and adherence to the Code of Ethics at least annually. Our firm will provide a copy of its Code of Ethics to any client or prospective client upon request.

## **Investment Recommendations Involving a Material Financial Interest and Conflicts of Interest**

Neither our firm, its associates or any related person is authorized to recommend to a client, or effect a transaction for a client, involving any security in which our firm or a related person has a material financial interest, such as in the capacity as an underwriter, adviser to the issuer, etc.

## **Advisory Firm Purchase of Same Securities Recommended to Clients and Conflicts of Interest**

Our firm and its "related persons" may buy or sell securities similar to, or different from, those we recommend to clients for their accounts. In an effort to reduce or eliminate certain conflicts of interest involving the firm or personal trading, our policy may require that we restrict or prohibit associates' transactions in specific reportable securities transactions. Any exceptions or trading pre-clearance must be approved by the firm principal in advance of the transaction in an account, and we maintain the required personal securities transaction records per regulation.

## **Trading Securities at/Around the Same Time as Client's Securities**

From time to time, our firm or its "related persons" may buy or sell securities for themselves at or around the same time as clients. We will not trade non-mutual fund securities on the same day, prior to the same security for clients.



## Item 12: Brokerage Practices

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### Factors Used to Select Custodians and/or Broker-Dealers

Specific custodian recommendations are made to clients based on their need for such services. We recommend custodians based on the reputation and services provided by the firm.

#### 1. Research and Other Soft-Dollar Benefits

We currently receive soft dollar benefits by nature of our relationship with TD Ameritrade Institutional, Division of TD Ameritrade, Inc., member FINRA/SIPC, and Charles Schwab

#### 2. Brokerage for Client Referrals

We receive no referrals from a broker-dealer or third party in exchange for using that broker-dealer or third party.

#### 3. Clients Directing Which Broker/Dealer/Custodian to Use

We do recommend a specific custodian for clients to use, however, clients may custody their assets at a custodian of their choice. Clients may also direct us to use a specific broker-dealer to execute transactions. By allowing clients to choose a specific custodian, we may be unable to achieve most favorable execution of client transaction and this may cost clients' money over using a lower-cost custodian.

### Charles Schwab

Schwab Advisor Services™ is Schwab's business serving independent investment advisory firms like us. They provide our Clients and us with access to their institutional brokerage services (trading, custody, reporting and related services), many of which are not typically available to Schwab retail customers. Schwab also makes available various support services. Some of those services help us manage or administer our Clients' accounts, while others help us manage and grow our business. Schwab's support services are generally available on an unsolicited basis (we don't have to request them) and at no charge to us. The benefits received by Advisor or its personnel do not depend on the number of brokerage transactions directed to Schwab. As part of its fiduciary duties to Clients, Advisor at all times must put the interests of its Clients first. Clients should be aware, however, that the receipt of economic benefits by Advisor or its related persons in and of itself creates a potential conflict of interest and may indirectly influence the Advisor's choice of Schwab for custody and brokerage services. This conflict of interest is mitigated as Advisor regularly reviews the factors used to select



custodians to ensure our recommendation is appropriate. Following is a more detailed description of Schwab's support services:

1. **Services that benefit you.** Schwab's institutional brokerage services include access to a broad range of investment products, execution of securities transactions, and custody of Client assets. The investment products available through Schwab include some to which we might not otherwise have access or that would require a significantly higher minimum initial investment by our Clients. Schwab's services described in this paragraph generally benefit you and your account.
2. **Services that may not directly benefit you.** Schwab also makes available to us other products and services that benefit us but may not directly benefit you or your account. These products and services assist us in managing and administering our Clients' accounts. They include investment research, both Schwab's own and that of third parties. We may use this research to service all or a substantial number of our Clients' accounts, including accounts not maintained at Schwab. In addition to investment research, Schwab also makes available software and other technology that:
  - provide access to Client account data (such as duplicate trade confirmations and account statements)
  - facilitate trade execution and allocate aggregated trade orders for multiple Client accounts
  - provide pricing and other market data
  - facilitate payment of our fees from our Clients' accounts
  - assist with back-office functions, recordkeeping, and Client reporting
3. **Services that generally benefit only us.** Schwab also offers other services intended to help us manage and further develop our business enterprise. These services include:
  - Educational conferences and events
  - Consulting on technology, compliance, legal, and business needs
  - Publications and conferences on practice management and business succession
4. **Your brokerage and custody costs.** For our Clients' accounts that Schwab maintains, Schwab generally does not charge you separately for custody services but is compensated by charging you commissions or other fees on trades that it executes or that settle into your Schwab account. Certain trades (for example, many mutual funds and ETFs) may not incur Schwab commissions or transaction fees.



## **TD Ameritrade Institutional**

Sammons Wealth participates in TD Ameritrade's institutional customer program and may recommend TD Ameritrade to clients for custody and brokerage services. There is no direct link between Sammons Wealth's participation in the program and the investment advice it gives to its clients, although Sammons Wealth receives economic benefits through its participation in the program that are typically not available to TD Ameritrade retail investors.

These benefits include the following products and services (provided without cost or at a discount): receipt of duplicate client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving Sammons Wealth participants; access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to client accounts); the ability to have advisory fees deducted directly from client accounts; access to an electronic communications network for client order entry and account information; access to mutual funds with no transaction fees and to certain institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to Sammons Wealth by third party vendors. TD Ameritrade may also have paid for business consulting and professional services received by Sammons Wealth's related persons. Some of the products and services made available by TD Ameritrade through the program may benefit Sammons Wealth but may not benefit its client accounts. These products or services may assist Sammons Wealth in managing and administering client accounts, including accounts not maintained at TD Ameritrade. Other services made available by TD Ameritrade are intended to help Sammons Wealth manage and further develop its business enterprise. The benefits received by Sammons Wealth or its personnel through participation in the program do not depend on the amount of brokerage transactions directed to TD Ameritrade. As part of its fiduciary duties to clients, Sammons Wealth endeavors at all times to put the interests of its clients first.

Clients should be aware, however, that the receipt of economic benefits by Sammons Wealth or its related persons in and of itself creates a potential conflict of interest and may indirectly influence Sammons Wealth's choice of TD Ameritrade for custody and brokerage services.

## **Aggregating (Block) Trading for Multiple Client Accounts**

Investment advisers may elect to purchase or sell the same securities for several clients at approximately the same time when they believe such action may prove advantageous to clients. This process is referred to as aggregating orders, batch trading or block trading. Generally, we do not engage in block trading. It should be noted that implementing trades on a block or aggregate basis may be less expensive for client accounts; however, our trading policy is to implement most client orders on an individual basis. Occasionally, we will combine multiple orders for shares of the same securities purchased for advisory accounts we manage (this practice is commonly referred to as "block trading").



We will then distribute a portion of the shares to participating accounts in a fair and equitable manner. The distribution of the shares purchased is typically proportionate to the size of the account, but it is not based on account performance or the amount or structure of management fees. Subject to our discretion, regarding particular circumstances and market conditions, when we combine orders, each participating account pays an average price per share for all transactions and pays a proportionate share of all transaction costs.

Accounts owned by our firm or persons associated with our firm may participate in block trading with your accounts; however, they will not be given preferential treatment.

## **Item 13: Review of Accounts**

For Full-time Private Clients of Sammons Wealth, we conduct a comprehensive review of the client's financial plan and investment portfolio on an annual basis.

Client may also request a comprehensive financial review when there are material changes that occur in the client's life and/or financial situation. (career transition, inheritance, retirement, newly married or divorced, sale of a business, significant bonus or other lump sum infusion, large unplanned purchase, health status, children or grandchildren support, or any other significant financial development or lifestyle transition).

On an annual basis, we will meet with the client by phone, virtually, or in-person to review and update their financial plan, review their portfolio and investment objectives, and note any changes to their situation. Additionally, we will request the client contact us if anything has changed throughout each year.

Reviews will be conducted by Principal and Senior Financial Advisor, Stephanie Sammons, CFP®.

Clients will receive trade confirmations from the custodian for each transaction in their investment accounts as well as monthly or quarterly statements and annual tax reporting statements from their custodian showing all activity in the accounts, such as receipt of dividends and interest.

Sammons Wealth will provide quarterly portfolio performance reporting to clients upon request. We generally do not want our clients focused on short-term portfolio performance for long-term financial planning and goal achievement.



## **Item 14: Client Referrals and Other Compensation**

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Sammons Wealth does not receive or pay any fees for client referrals. We may provide referrals to other professionals (accountants, attorneys, insurance professionals, etc.) but we do not have agreements with or receive referral fees from these professionals.

Sammons Wealth may receive client referrals from websites where we are listed. In no case will the client pay any additional fees to Sammons Wealth for services if the referral comes from these listings.

We receive a non-economic benefit from TD Ameritrade in the form of the support products and services it makes available to us and other independent investment advisors whose clients maintain their accounts at TD Ameritrade securities. These products and services, how they benefit us, and the related conflicts of interest are described above (see Item 12—Brokerage Practices). The availability to us of TD Ameritrade's products and services is not based on us giving particular investment advice, such as buying particular securities for our clients.

## **Item 15: Custody**

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Sammons Wealth does not accept custody of client funds. Clients should receive at least quarterly statements from the broker dealer, bank or other qualified custodian that holds and maintains client investment assets. We urge you to carefully review such statements and compare such official custodial records to the account statements or reports that we may provide to you. Our statements or reports may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

## **Item 16: Investment Discretion**

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For those client accounts where we provide investment management services, we maintain discretion over client accounts with respect to securities to be bought and sold and the amount of securities to be bought and sold.



Investment discretion is explained to clients in detail when an advisory relationship has commenced. At the start of the advisory relationship, the client will execute a Limited Power of Attorney, which will grant our firm discretion over the account. Additionally, the discretionary relationship will be outlined in the advisory contract and signed by the client. Clients may impose reasonable restrictions on investing in certain securities, types of securities, or industry sectors. Third Party Managers we use for investment management, may exercise discretion.

## **Item 17: Voting Client Securities**

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We do not vote Client proxies. Therefore, Clients maintain exclusive responsibility for: (1) voting proxies, and (2) acting on corporate actions pertaining to the Client's investment assets. The Client shall instruct the Client's qualified custodian to forward to the Client copies of all proxies and shareholder communications relating to the Client's investment assets. If the client would like our opinion on a particular proxy vote, they may contact us at the number listed on the cover of this brochure.

In most cases, you will receive proxy materials directly from the account custodian. However, in the event we were to receive any written or electronic proxy materials, we would forward them directly to you by mail, unless you have authorized our firm to contact you by electronic mail, in which case, we would forward you any electronic solicitation to vote proxies.

## **Item 18: Financial Information**

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Registered Investment Advisers are required in this Item to provide you with certain financial information or disclosures about our financial condition. We have no financial commitment that impairs our ability to meet contractual and fiduciary commitments to clients, and we have not been the subject of a bankruptcy proceeding.

We do not have custody of client funds or securities or require or solicit prepayment of more than \$500 in fees per client six months in advance.



## Item 19: Requirements for State-Registered Advisers

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### Stephanie Sammons

Stephanie Sammons, CFP®, was born in 1969.

### Educational Background

- Post Graduate MBA Studies, University of Texas at Dallas, University of Dallas (Multiple Years)
- 1992 – BBA Economics, Midwestern State University
- 1989 – University of Oklahoma

### Business Experience

- 12/2016 – Present, Sammons Wealth, Founder and President
- 01/2010 – 06/01/2022, Wired Advisor LLC d/b/a Sammons & Co., Founder and President
- 08/2006 – 06/2009, Merrill Lynch, Vice President, Financial Advisor, Regional Manager
- 07/2001 – 08/2006, UBS, Vice President, Financial Advisor, Branch Manager
- 06/1995 – 07/2001, Merrill Lynch, Senior Financial Consultant

### Professional Designations, Licensing & Exams

**CFP® (CERTIFIED FINANCIAL PLANNER™)** : Received June 2005

CERTIFIED FINANCIAL PLANNER™ (CFP®) is licensed by the CFP Board to use the CFP mark. The following are the CFP certification requirements as of 1/1/2011 and may not be the qualifications in place when the credential was obtained. (check this date)

- Bachelor's degree from an accredited college or university
- Completion of the financial planning education requirements set by the CFP Board ([www.cfp.net](http://www.cfp.net))
- Successful completion of the 10-hour CFP® Certification Exam
- Three-year qualifying full-time work experience
- Successfully pass the candidate fitness standards and background check
- Agreement to provide by a strict code of professional conduct





-Certificants must complete 30 hours of continuing education every two years

## **Other Business Activities**

Stephanie Sammons is not involved with outside business activities.

## **Performance-Based Fees**

Sammons Wealth is not compensated by performance-based fees.

## **Material Disciplinary Disclosures**

No management person at Sammons Wealth has ever been involved in an arbitration claim of any kind or been found liable in a civil, self-regulatory organization, or administrative proceeding.

## **Material Relationships That Management Persons Have with Issuers of Securities**

Sammons Wealth, nor Stephanie Sammons, have any relationship or arrangement with issuers of securities.



# Sammons Wealth

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## Sammons Wealth

12720 Hillcrest Rd., Ste 600  
Dallas, Texas 75230  
972-440-1194

Dated March 8th, 2023

### **Form ADV Part 2B – Brochure Supplement**

*For*

#### **Stephanie Sammons**

Founder and CEO

This brochure supplement provides information about Stephanie Sammons that supplements the Sammons Wealth brochure. A copy of that brochure precedes this supplement. Please contact Stephanie Sammons if the Sammons Wealth brochure is not included with this supplement or if you have any questions about the contents of this supplement.

Additional information about Stephanie Sammons is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) which can be found using the identification number 286284.



## Item 2: Educational Background and Business Experience

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### Stephanie Sammons

Stephanie Sammons, CFP®, was born in 1969.

#### Educational Background

- Post Graduate MBA Studies, University of Texas at Dallas, University of Dallas (Multiple Years)
- 1992 – BBA Economics, Midwestern State University
- 1989 – University of Oklahoma

#### Business Experience

- 12/2016 – Present, Sammons Wealth, Founder and President
- 01/2010 – Present, Wired Advisor LLC d/b/a Sammons & Co., Founder and President
- 08/2006 – 06/2009, Merrill Lynch, Vice President, Financial Advisor, Regional Manager
- 07/2001 – 08/2006, UBS, Vice President, Financial Advisor, Branch Manager
- 06/1995 – 07/2001, Merrill Lynch, Senior Financial Consultant

#### Professional Designations, Licensing & Exams

**CFP® (CERTIFIED FINANCIAL PLANNER™) :** Received June 2005

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- Bachelor's degree from an accredited college or university
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- Successful completion of the 10-hour CFP® Certification Exam
- Three-year qualifying full-time work experience
- Successfully pass the candidate fitness standards and background check



-Agreement to provide by a strict code of professional conduct

-Certificants must complete 30 hours of continuing education every two years.

## **Item 3: Disciplinary Information**

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No management person at Sammons Wealth has ever been involved in an arbitration claim of any kind or been found liable in a civil, self-regulatory organization, or administrative proceeding.

## **Item 4: Other Business Activities**

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Stephanie Sammons is not involved with outside business activities.

## **Item 5: Additional Compensation**

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Stephanie Sammons does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through Sammons Wealth.

## **Item 6: Supervision**

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Stephanie Sammons, as Founder and President of Sammons Wealth, is responsible for supervision. She may be contacted at the phone number on this brochure supplement.

## **Item 7: Requirements for State Registered Advisers**

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Stephanie Sammons has NOT been involved in an arbitration, civil proceeding, self-regulatory proceeding, administrative proceeding, or a bankruptcy petition.