



Sammons Wealth

Form ADV Part 2A – Firm Brochure

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Item 1: Cover Page

This Brochure provides information about the qualifications and business practices of Sammons Wealth Management LLC (“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 (“SEC”) 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, which can be found using the firm’s CRD number 286284.

Item 2: Material Changes

Since our last annual update on February 20, 2024, we have made the following material changes to our Firm Brochure:

- We no longer utilize the services of Pontera Solutions, Inc., a third-party data aggregator, and have removed the description of such services from [Item 4](#). Consequently, we are no longer able to manage accounts held by custodians with which do not have a relationship, though we may continue to provide allocation advice on such accounts.
- We no longer recommend the services of 55i, LLC (doing business as 55ip), a third-party investment manager providing discretionary sub-advisory services, and have removed the description of such services from [Item 4](#).

From time to time, we may amend this Brochure to reflect changes in our business practices, changes in regulations, and routine annual updates, as required by the securities regulators. This complete Brochure or a Summary of Material Changes shall be provided to each client annually within 120 days of our fiscal year end and if a material change occurs in the business practices of Sammons Wealth.

At any time, you may view the current Brochure on the SEC's Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov by searching for our firm name or by our CRD number 286284. You may also request a copy of this Brochure at any time without charge by contacting us at (972) 440-1194.

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Item 4: Advisory Business

Description of Advisory Firm

Sammons Wealth Management LLC (“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®, and became registered with the State of Texas as of March 2017. Stephanie began her financial advisor career in 1995 and obtained the CFP® designation in 2005. Information regarding her formal education and business background can be found in the accompanying [Form ADV Part 2B \(“Brochure Supplement”\)](#).

Sammons Wealth currently reports \$51,122,531 in discretionary assets under management and \$941,000 in non-discretionary assets under management. Assets under management were calculated as of December 31, 2024.

Types of Advisory Services

Full-Time Private Client Services

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

With this service, Full-Time 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, equity and/or deferred compensation planning, employee benefits review, residential real estate planning, multi-generational planning, charitable gifting strategies, and investment portfolio analysis. 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. 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. Any financial planning actions are implemented at the client’s discretion.

Full-Time Private Clients also receive ongoing comprehensive portfolio management. Your investment portfolio includes your brokerage accounts held by a qualified custodian for which you have appointed us as your investment adviser of record. This service includes the development of your personalized investment strategy, risk comfort level assessment, hands-on investment management and monitoring of accounts, guidance for accounts or assets that cannot be managed directly by Sammons Wealth (such as employee retirement plans, equity

compensation, real estate, and/or business assets), coordination of all savings or distributions (such as required minimum distributions) and income cash flows, tax-management and tax-loss harvesting, periodic rebalancing, strategic updates, and performance reporting via access to our online client dashboard. We will manage your portfolio on a discretionary basis, which means we buy or sell securities in your accounts without prior notice to or consent from you, based on our fiduciary duty and subject to the investment strategy we develop for you.

Sammons Wealth does not provide legal or accounting services in-house, but we do provide recommendations to third-party services that are aligned with our firm's fiduciary values and that provide cost-effective solutions for our clients. We may also collaborate with your outside professionals (such as attorneys, accountants, insurance agents, or pension consultants) as needed. These firms bill separately for their services. We will use our best judgment and good faith effort in recommending these services. We do not accept referral fees from outside sources. Clients are under no obligation to use any third-party services that we recommend.

We develop your financial plan and investment strategy based on the information you provide to us. Inaccurate or incomplete information could result in an inaccurate or incomplete financial plan or an inappropriate investment portfolio. To create a financial plan, we must make certain assumptions with respect to interest and inflation rates, past trends, and future projections of the performance of the market and economy. Past performance is no indication of future performance, and we cannot offer any guarantees or promises that your goals and objectives will be met. Changes to your personal financial circumstances, goals, or objectives could cause your financial plan or investment strategy to become inaccurate and out of date. We recommend you notify us promptly of any changes so your financial plan or portfolio can be updated, if necessary.

One-Time Financial Planning Services

Our One-Time Financial Planning Services have limited availability and are only offered in selective circumstances. With this service, 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, we do not provide ongoing review or updates of your financial plan, and you will not be contacted regarding future changes to the investment allocation or portfolio that may have been recommended. The client has the option to implement any of the recommendations we make on their own.

After the one-time planning process is completed, if the client joins the firm as a Full-Time Private Client, we will waive the closing planning fee (half the total planning fee), and the client will move into our asset-based pricing schedule.

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. Services provided to participants are generally considered informational and educational only, and they will not address the appropriateness for any individual investment option or model for any particular participant. We cannot provide individualized investment advice to participants unless they separately engage our services. We will only make recommendations to the plan sponsor, and the plan sponsor retains full discretionary authority and/or control over plan assets.

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 real estate investment trusts), participant loans, non-publicly traded securities or assets, other illiquid investments, or brokerage window programs.

All Employee Benefit Plan Services shall be in compliance with the applicable federal and state laws regulating retirement advisory services. This applies to client accounts that are retirement or other employee benefit plans governed by the Employee Retirement Income Security Act of 1974, as amended ("ERISA"). If the client accounts are part of an employee benefit 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 advisory agreement with respect to the provision of services described therein.

Types of Investments

Our investment philosophy is to create an appropriate asset allocation and globally diversified portfolio for you that has the greatest probability of achieving your financial goals with the least amount of risk. We generally employ an investment strategy that utilizes both active and exchange-traded funds that are high-quality and low-cost. We do not engage in market timing. We may recommend other types of investments, when appropriate based on a client's circumstances. See [Item 8](#) for additional information on our portfolio management practices.

Client Tailored Services and Client Imposed Restrictions

All client portfolios are customized and constructed according to each client's unique financial situation, risk level, and goals, although many clients will hold similar allocations and securities. Current holdings and unrealized capital gains will also be considered. We will conduct an initial interview and data gathering process to determine your financial situation, goals, and investment objectives.

Clients also have the ability to impose reasonable restrictions on the management of their portfolio, such as investing in certain securities, types of securities, or industry sectors. We will make a reasonable attempt to honor any restrictions you request, but in the case of pooled investment vehicles, such as exchange-traded funds, where underlying holdings change frequently, we cannot guarantee restrictions will always be enforced. In addition, such restrictions could cause us to deviate from the investment decisions we would otherwise make

in managing your account. In some cases, we could be unable to accommodate restrictions if they do not allow us to prudently manage your portfolio.

We will contact or attempt to contact you once a year at a minimum to confirm if there have been any changes in your financial situation or investment objectives or determine if you wish to impose or modify account restrictions. Because our advisory services are based on your specific financial situation, you are urged to promptly notify us any time you experience changes to your circumstances, so we can determine if any changes to your investment strategy or our recommendations are necessary.

Wrap Fee Programs

We do not participate in wrap fee programs.

Item 5: Fees and Compensation

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 our Firm Brochure at least 48 hours prior to signing the advisory agreement, the agreement be terminated by the client within five business days of signing the agreement without incurring any advisory fees and without penalty.

How we are paid depends on the type of advisory service we provide. Please review the fee and compensation information below. Fees could be negotiable based on factors such as the complexity of your financial situation or total assets under management. In addition, we reserve the right to offer fee waivers or discounts at our sole discretion. Therefore, some clients could pay different fees than the fee schedule shown below. Your exact fee and other terms will be outlined in your advisory agreement.

Full-Time Private Client Services

For our Full-Time Private Client Services, we offer ongoing comprehensive financial planning and investment management for a single fee. Our fee is based on the total assets under our management and/or advisement per the below:

Assets Under Management	Annual Advisory Fee (%)
Up to the first \$1,000,000	1.00%
Next \$1,000,001 to \$2,000,000	0.80%
Next \$2,000,001 to \$3,000,000	0.75%
Next \$3,000,001 and above	0.65%

The annual fees are prorated and paid quarterly in advance. The advisory fee is a 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 assets under management of less than \$750,000, we charge a minimum fee of \$7,500.

Typically, your fee will be deducted from your brokerage account and paid directly to us by the qualified custodian that holds your account. You will authorize the custodian to deduct fees from your account and pay them to us. We are responsible for calculating the fee and delivering instructions to the custodian. Your quarterly fee will appear on your statements and in your transaction history, which can be accessed through the custodian's website. The custodian does not verify the accuracy of the investment advisory fees deducted. If you have any questions or concerns about your fee, you are urged to contact us immediately.

Fees are calculated on the fair market value of your investment portfolio. Because our services are provided on a discretionary basis, the fee is calculated on all assets held in your accounts, including cash and cash equivalents. Your portfolio will typically hold investment options that are regularly traded on an open exchange with an observable market value, which is used to calculate the advisory fee. The custodian provides the valuation of these securities. In the rare event your portfolio includes a holding which does not have an observable market value, we will use accepted industry methods for determining a fair market value for such a holding.

Fees are prorated based on the number of days services are provided during the initial billing period for services commenced at any time other than the beginning of a calendar quarter. The prorated fee for the initial billing period is based on the value of the account when services commence and is due immediately.

Either the client or Sammons Wealth may terminate the engagement without cause at any time by providing 30 days' 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 Services

One-Time Financial Planning Services require a one-time fixed planning fee of \$4,500 for an individual and \$6,500 for a couple. 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; however, we will not bill an amount above \$500 more than six months in advance. Fees may be paid by electronic funds transfer or credit card.

Typically, services will automatically terminate upon delivery of the final financial plan, but services can be terminated earlier upon providing 30 days' written notice. In the event of early termination, the client will be billed for the hours worked at a rate of \$500 per hour. After deducting fees for hours worked, the client will be refunded the difference between the hours of work completed and the payment received for the plan. We will provide you with any completed deliverables. However, please note that if the agreement is terminated prior to completion, the scope and/or soundness of any analysis or other work product made prior to completion could be limited, inaccurate, or incomplete due to the early termination.

If a client decides at the conclusion of the planning engagement to continue with our Full-Time Private Client Services, half of the planning fee will be waived and the client will convert to our asset-based fee schedule as outlined above.

Employee Benefit Plan Services

The annual fee for Employee Benefit Plan Services will be charged as a percentage of assets under management within the plan, typically at a rate of 0.65%. The standard fee is charged quarterly in arrears. Our firm's fees are in addition to and separate from any fees charged by the plan's third-party recordkeeper, plan administrator, or custodian. The plan sponsor could choose to pay fees from plan assets, or the plan sponsor could pay fees directly.

Clients may terminate our services at any time with 30 days' written notice. Since fees are paid in arrears, no refunds will be processed upon termination.

Other Types of Fees and Expenses

Our fees are exclusive of and in addition to brokerage commissions, transaction fees, and other related costs and expenses. Additional fees you may incur are those that are directly billed by the third-party custodian housing your portfolio, broker-dealers, or other third-parties, such as trading or transaction fees, account fees, wire transfer and electronic fund transfer 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. We shall not receive any portion of these fees.

[Item 12](#) below 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 (such as commissions).

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

We do not charge performance-based fees, which are fees based on a share of capital gains in your account. In addition, we do not perform side-by-side management, which refers to the practice of simultaneously managing accounts that pay performance-based fees (such as a hedge fund) and those that do not.

Item 7: Types of Clients

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 \$1 million in investment and retirement assets. We have a minimum annual fee of \$7,500 per year (can be paid monthly or quarterly). We also provide

Employee Benefit Plan Services to plan sponsors of qualified retirement plans. We do not require a minimum amount of investable assets to receive our services.

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. 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

Methods of Analysis

Our methods of investment analysis can include fundamental, technical, cyclical, and charting analysis. We base our analyses on the tenets of Modern Portfolio Theory.

Modern Portfolio Theory

Modern Portfolio Theory is a theory of investing that attempts to maximize a portfolio's expected return for a given amount of portfolio risk or equivalently minimize risk for a given level of expected return, each by carefully choosing the proportions of various assets. Modern Portfolio Theory assumes that investors are risk-averse, meaning that investors will prefer the less risky option given two portfolios that offer the same expected return. Thus, an investor will take on increased risk only if compensated by higher expected returns. Conversely, an investor who wants higher expected returns must accept more risk. The exact trade-off will be the same for all investors, but different investors will evaluate the trade-off differently based on individual risk aversion characteristics. The implication is that a rational investor will not invest in a portfolio if a second portfolio exists with a more favorable risk-expected return profile (that is, if, for that level of risk, an alternative portfolio exists which has better-expected returns).

Fundamental Analysis

Fundamental analysis involves analyzing individual companies and their industry groups, such as a company's financial statements, details regarding their product line, the experience and expertise of their management, and the outlook for their 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 is that the 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

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

Cyclical analysis is a type of technical analysis that involves evaluating recurring price patterns and trends based upon business cycles. Economic and 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 the changing value of securities that would be affected by these changing trends.

Charting Analysis

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 are 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.

Investment Strategies

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. 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.

The objective of our investment strategy is to create the greatest probability of accomplishing the client's financial goals over time while minimizing risk and volatility that can be associated with investing. Sammons Wealth will develop a diversified investment portfolio by blending various global asset classes and styles of exchange-traded funds and mutual funds (such as large cap, small cap, mid cap, international, emerging markets, bonds, alternatives, growth, or 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. Specific recommendations are made based on a number of factors that we evaluate in order to select what we believe to be the highest quality exchange-traded funds 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 or strategic beta factors. These factors may or may not result in the lowest cost exchange-traded funds and mutual funds available, but we strive to keep internal fund expenses as low as possible.

We may recommend that you add funds 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 or distribution, and tax-gain or tax-loss harvesting recommendations on an ongoing basis. However, we will prioritize diversification and risk alignment over tax efficiency if necessary.

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 are not as suitable for you due to high-cost structure, low quality, or unnecessary tax exposure.

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. Alternatively, active investing involves the application of some method, strategy, or technique to construct a portfolio by a manager 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 investments that we believe will have the greatest probability of achieving our clients' personal financial goals with the least amount of volatility and risk, rather than attempting to outperform an arbitrary index or benchmark.

Risk of Loss

All investments involve risks and could result in a loss of the original investment, which clients should be prepared to bear. While there is risk in all investments, some carry a greater degree of risk or higher costs. Although our investment approach is designed to minimize risks, every method of analysis has its own risks, and we cannot eliminate the risk inherent with investing. It is always possible in any given week, month, or year that an investor's portfolio value could be less than the previous period. To perform accurate analysis, Sammons Wealth must have access to current market information. We have no control over the distribution rate of market information. Where applicable, we encourage you to read the fund prospectus or other investment offering documents to fully understand the risks associated with each investment.

Material Risks Involved

General risks that investors may face, include, but are not limited to the following:

- *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.
- *Inflation:* Inflation may erode the buying-power of your investment portfolio, even if the dollar value of your investments remains the same.
- *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.
- *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.
- *Small and Medium Cap Company Risk:* Securities of companies with small and medium market capitalizations are often more volatile and less liquid than investments in larger companies. Small and medium cap companies could face a greater risk of business failure, which could increase the volatility of an investment portfolio.

Risks Associated with Securities

Apart from the general risks outlined above, specific securities could have other risks, including, but not limited to:

- *Corporate Bonds:* Corporate bonds are debt securities to borrow money. Generally, issuers pay investors periodic interest and repay the amount borrowed either periodically during the life of the security and/or at maturity. Alternatively, investors can purchase other debt securities, such as zero-coupon bonds, which do not pay current interest, but rather are priced at a discount from their face values and their values accrete over time to face value at maturity. The market prices of debt securities fluctuate depending on factors such as interest rates, credit quality, and maturity. In general, market prices of debt securities decline when interest rates rise and increase when interest rates fall. The longer the time period until a bond's maturity, the greater its interest rate risk.
- *Exchange-Traded Funds:* Exchange-traded funds ("ETFs") hold securities to match the price performance of a specific market index or commodity price. Certain ETFs may not track the underlying benchmarks as expected. ETFs are also subject to the following risks: an ETF's shares may trade at a market price that is above or below their net asset value; the ETF

may employ an investment strategy that utilizes high leverage ratios; or 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. Sammons Wealth has no control over the risks taken by the underlying funds in which clients invest.

- *Investment Companies Risk:* When a client invests in open-end mutual funds or exchange-traded funds, the client indirectly bears their 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).
- *Municipal Bonds:* Municipal bonds are debt obligations generally issued to obtain funds for various public purposes, including the construction of public facilities. Municipal bonds pay a lower rate of return than most other types of bonds. However, because of a municipal bond's tax-favored status, investors should compare the relative after-tax return to the after-tax return of other bonds, depending on the investor's tax bracket. Investing in municipal bonds carries the same general risks as investing in fixed income securities in general. Those risks include interest rate risk, reinvestment risk, inflation risk, market risk, call or redemption risk, credit risk, liquidity risk, and valuation risk.
- *Mutual Funds:* Mutual funds are pooled investment vehicles, including money market instruments, stocks, bonds, or other investments. Professional money managers research, select, and monitor the performance of the securities the fund purchases. It is easier to achieve diversification through ownership of mutual funds than through ownership of individual stocks or bonds. Even with no-load or load-waived funds, there are mutual fund expenses paid to the fund company. Investors could have to pay taxes on capital gains distribution received by the fund but not distributed to the investor. Mutual funds redeem shares at net asset value at the end of the trading day.
- *Options and Derivatives:* 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.
- *Stocks:* Stock represents ownership of a company. If the company prospers and grows, the value of the stock should increase. Even if a company is profitable, the stock prices are subject to market risk, which is attributable to investor attitudes. Stock ownership in more established companies is more conservative, while younger companies provide the most risk and reward opportunities.

Item 9: Disciplinary Information

As a registered investment adviser, we are required to disclose material facts about any legal or disciplinary event that could be material to a client's or prospective client's evaluation of Sammons Wealth or the integrity of its management. Sammons Wealth and its management have not been involved in any criminal or civil action, administrative enforcement proceedings, or legal or disciplinary events.

Item 10: Other Financial Industry Activities and Affiliations

Neither Sammons Wealth nor any of our management personnel are registered, or have an application pending to register, as a broker-dealer or a registered representative of a broker-dealer. In addition, neither Sammons Wealth nor any of our management personnel are registered, or have an application pending to register, as a futures commission merchant, commodity pool operator, commodity trading advisor, or an associated person of the foregoing entities.

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.

Other than the items disclosed above, we do not engage in any relationship or arrangement with financial services entities that create any material conflicts of interest between us and our clients.

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

Code of Ethics

As a fiduciary, our firm and its associated persons 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.

Our Code of Ethics 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 our clients and firm, and shall disclose conflicts 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 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 Material Financial Interest

Neither our firm, its associated persons, 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. We do not engage in principal transactions or agency cross transactions.

Purchase of Same Securities Recommended to Clients

Our firm and its associated 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 associated persons' transactions in specific reportable securities transactions. Any exceptions or trading pre-clearance must be approved by the Chief Compliance Officer 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 Clients' Securities

From time to time, our firm or its associated persons may buy or sell securities for themselves at or around the same time as client transactions. We will not trade non-mutual fund securities on the same day prior to the same security for clients. Our Code of Ethics requires our firm and its access persons to place client interests ahead of their own in all investment decisions and prohibits trading in a manner that disadvantages clients.

Item 12: Brokerage Practices

Factors Used to Select Custodians and/or Broker-Dealers

Our firm is not affiliated with any 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.

Clients Directing Which Broker-Dealer or Custodian to Use

For discretionary managed accounts we provide investment management services, we have established a relationship with Charles Schwab & Co., Inc. (“Schwab”), a registered broker-dealer and member of the Financial Industry Regulatory Authority (“FINRA”) and the Securities Investor Protection Corporation (“SIPC”). We require that clients custody their assets with Schwab to help facilitate our management of their assets. While we believe using Schwab as a custodian is in the client’s best interest, not all firms require the use of specific custodian. We execute client transactions directly with the qualified custodian that holds the client account.

Research and Other Soft-Dollar Benefits

Through our participation in the adviser programs offered by Schwab, we receive various benefits, provided without cost or at a discount, which might not be available to retail customers. These benefits are discussed further below. Some of these products and services could benefit you directly, while others could benefit Sammons Wealth by assisting us in the administration of our business and the management of client accounts, including accounts held with other custodians.

The availability of these services do not depend on the number or value of brokerage transactions directed to Schwab. These services are available to all advisers who participate in their custodial program and are not provided in exchange for us directing client trades to Schwab. We do not direct client trades to a particular broker; all transactions are executed through the custodian that holds the client’s account. Therefore, the services and benefits that we receive from a custodian are not considered soft dollar arrangements. As part of our fiduciary duties to clients, we at all times put the interests of our clients first. Clients should be aware, however, that the receipt of economic benefits by Sammons Wealth in and of itself creates a potential conflict of interest and may indirectly influence our choice of Schwab for custody and brokerage services. This conflict of interest is mitigated, as we regularly review the factors used to select custodians to ensure our recommendation is appropriate. Following is a more detailed description of Schwab’s support services.

Charles Schwab & Co., Inc.

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 (such as 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 (that is, we do not have to request them) and at no charge to us.

- *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 from our clients. Schwab's services described in this paragraph generally benefit you and your account.
- *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: provides access to client account data (such as duplicate trade confirmations and account statements); facilitates trade execution and allocates aggregated trade orders for multiple client accounts; provides pricing and other market data; facilitates payment of our fees from our clients' accounts; and assists with back-office functions, recordkeeping, and client reporting.
- *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; and publications and conferences on practice management and business succession.
- *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 they execute or that settle into your Schwab account. Certain trades (for example, many mutual funds and exchange-traded funds) may not incur Schwab commissions or transaction fees.

Best Execution

We recognize our obligation to seek best execution for our clients. However, it is our belief that the determinative factor is not always the lowest possible cost but whether the selected custodian's transactions represent the best qualitative execution while taking into consideration the full range of services provided. Therefore, our firm will seek services involving competitive rates, but they will not necessarily correlate into the lowest possible rate for each transaction. We have determined trading our clients' accounts through a preferred custodian is consistent with our firm's obligation to seek best execution of your trades. We regularly review

and consider the overall quality and price of the services received from our preferred custodian in light of our duty to seek best execution.

Brokerage for Client Referrals

We do not receive any client referrals from any broker-dealer or third-party in exchange for using that broker-dealer or third-party.

Aggregating 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. Considering the types of investments we hold in client advisory accounts, we do not believe clients are hindered in any way because we trade accounts individually.

Occasionally, we could combine multiple orders for shares of the same securities purchased for advisory accounts we manage. 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 associated persons may participate in block trading with your accounts; however, they will not be given preferential treatment.

Item 13: Review of Accounts

Full-Time Private Client Services

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 at a minimum. 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. Reviews will be conducted by Stephanie Sammons, Principal and Financial Advisor. Clients may also request a comprehensive financial review when there are material changes that occur in their life or financial situation (such as a career transition, inheritance, retirement, marriage or divorce, 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). Additionally, we will request the client contact us if anything has changed throughout each year.

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.

One-Time Financial Planning Services

For our One-Time Financial Planning Services, we typically do not provide any ongoing review, monitoring, or reporting.

Employee Benefit Plan Services

For our Employee Benefit Plan Services, our obligation to provide ongoing review, monitoring, or reporting will be as agreed to between us and the plan sponsor and as outlined in the advisory agreement.

Item 14: Client Referrals and Other Compensation

Other than the benefits from custodians disclosed in [Item 12](#) above, we do not receive any economic benefit, directly or indirectly, from any third-party for advice rendered to our clients.

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

Item 15: Custody

Sammons Wealth does not accept physical custody of client funds. However, under applicable securities regulations, we are deemed to have custody of client funds or securities if we debit our investment advisory fees directly from your account. When our investment advisory fees are deducted from your account:

- We will obtain your written authorization to deduct our investment advisory fees from your account.
- The qualified custodian that holds your account will send you statements, on at least a quarterly basis, showing all disbursements from the account, including the amount of advisory fees. Quarterly fees will also show on Schwab's website under the transaction history tab.

Clients have access to all accounts, portfolio holdings, transactions, and statements on Schwab's website. We urge you to carefully review and compare such official custodial records to the portfolio reports that we may provide to you. Our portfolio progress reports may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

Item 16: Investment Discretion

Full-Time Private Client Services

Under our Full-Time Private Client Services, 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.

For financial planning recommendations made with regard to accounts for which we do not provide investment management services are provided on a non-discretionary basis. Clients may choose to implement any recommendations we make.

One-Time Financial Planning Services

Recommendations made under One-Time Financial Planning Services are provided on a non-discretionary basis. Clients are responsible for initiating any transactions necessary to implement our recommendations.

Employee Benefit Plan Services

For our Employee Plan Services, we will only make recommendations to the plan sponsor and the plan sponsor retains full discretionary authority and/or control over plan assets.

Item 17: Voting Client Securities

We do not vote proxies on securities held in clients' accounts. Therefore, clients maintain exclusive responsibility for voting proxies and acting on corporate actions pertaining to their investment assets. The client shall instruct their qualified custodian to forward to them copies of all proxies and shareholder communications relating to their investment assets. If the client would like our opinion on a particular proxy vote, they may contact us at the number listed in [Item 1](#) above.

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

Registered investment advisers are required 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 or more in advance.

Item 19: Requirements for State-Registered Advisers

Stephanie Sammons is the principal owner of the firm. Her formal education and business background can be found in the accompanying [Form ADV Part 2B \("Brochure Supplement"\)](#).

Other than the advisory services described in this Brochure, our firm is not involved with any outside business activities and does not have any relationship or arrangement with any issuers of securities.

Neither Sammons Wealth nor any of our supervised persons are compensated for advisory services with performance-based fees.

Neither Sammons Wealth nor any of our supervised persons have ever been involved in an arbitration claim of any kind or been found liable in a civil, self-regulatory organization, or administrative proceeding.



Sammons Wealth

Form ADV Part 2B – Brochure Supplement

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12720 Hillcrest Road, Suite 600
Dallas, Texas 75230

Mailing Address

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Dallas, Texas 75230

(972) 440-1194

www.sammonswealth.com

March 13, 2025

Stephanie Sammons

Founder, President, and Chief Compliance Officer

Item 1: Cover Page

This Brochure Supplement provides information about Stephanie Sammons that supplements the Firm Brochure of Sammons Wealth Management LLC (“Sammons Wealth”), CRD number 286284. A copy of that Brochure precedes this Supplement. Please contact Stephanie Sammons if the Firm Brochure is not included with this Brochure 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, which can be found using her CRD number 2642304.

Item 2: Educational Background and Business Experience

- *Full Name:* Stephanie Ann Sammons
- *CRD Number:* 2642304
- *Born:* 1969

Educational Background

- University of Texas at Dallas and University of Dallas: Post Graduate Master of Business Administration studies – Multiple Years
- Midwestern State University: Bachelor of Business Administration, Economics – 1992
- University of Oklahoma – 1989

Business Experience

- Sammons Wealth Management LLC: Founder, President, and Chief Compliance Officer – 12/2016 to Present
- SAS Music: Singer-Songwriter – 1/2024 to Present
- Merrill Lynch, Pierce, Fenner & Smith Inc.: Vice President, Financial Advisor, and Regional Manager – 8/2006 to 6/2009
- UBS Financial Services Inc.: Vice President, Financial Advisor, and Branch Manager – 7/2001 to 8/2006
- Merrill Lynch, Pierce, Fenner & Smith Inc.: Senior Financial Consultant – 6/1995 to 7/2001

Professional Designations, Licensing, and Exams

- CERTIFIED FINANCIAL PLANNER® (“CFP®”) – 2005 (please see [Appendix](#) for definition of CFP®)

Item 3: Disciplinary Information

Stephanie Sammons has never been involved in an arbitration claim of any kind or been found liable in any criminal or civil actions, self-regulatory organization proceeding, administrative proceeding, or other hearings or formal adjudications.

Item 4: Other Business Activities

Stephanie Sammons is a singer and songwriter with SAS Music. This outside business activity accounts for approximately 10% of her time.

Item 5: Additional Compensation

As owner of Sammons Wealth, Stephanie Sammons receives an economic benefit from the overall profitability of the firm, but she does not receive any additional compensation from non-clients for providing advisory services.

Item 6: Supervision

Stephanie Sammons, as Founder and Chief Compliance Officer of Sammons Wealth, is responsible for supervision. Supervision is administered through the application of and adherence to written policies and procedures. She may be contacted at the phone number in [Item 1](#) of this Brochure Supplement.

Item 7: Requirements for State-Registered Advisers

Stephanie Sammons has never been involved in an arbitration, civil proceeding, self-regulatory organization proceeding, administrative proceeding, or bankruptcy petition.

Appendix

CERTIFIED FINANCIAL PLANNER®

The CERTIFIED FINANCIAL PLANNER® (“CFP®”) is a professional certification awarded by the Certified Financial Planner Board of Standards, Inc. (“CFP Board”). The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized for its high standards for education, examination, experience, and ethics.

To attain the right to use the CFP® certification, an individual must satisfactorily fulfill the following requirements:

- *Education:* Earn a bachelor’s degree or higher from an accredited college or university and complete CFP Board-approved coursework at a college or university through a CFP Board Registered Program. The coursework covers the financial planning subject areas CFP Board has determined are necessary for the competent and professional delivery of financial planning services, as well as a comprehensive financial plan development capstone course. A candidate may satisfy some of the coursework requirements through other qualifying credentials. CFP Board implemented the bachelor’s degree or higher requirement in 2007 and the financial planning development capstone course requirement in March 2012. Therefore, a CFP® professional who first became certified before those dates may not have earned a bachelor’s or higher degree or completed a financial planning development capstone course.
- *Examination:* Pass the comprehensive CFP® Certification Examination. The examination is designed to assess an individual’s ability to integrate and apply a broad base of financial planning knowledge in the context of real-life financial planning situations.
- *Experience:* Complete 6,000 hours of professional experience related to the personal financial planning process, or 4,000 hours of apprenticeship experience that meets additional requirements.
- *Ethics:* Satisfy the Fitness Standards for Candidates for CFP® Certification and Former CFP® Professionals Seeking Reinstatement and agree to be bound by CFP Board’s *Code of Ethics*

and Standards of Conduct (“*Code and Standards*”), which sets forth the ethical and practice standards for CFP® professionals.

Individuals who obtain the CFP® certification must also complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- *Ethics*: Annually reaffirm and commit to complying with CFP Board’s *Code and Standards*. This includes a commitment to the CFP Board, to act as a fiduciary, and to act in the best interests of the client at all times when providing financial advice and financial planning.
- *Continuing Education*: Complete 30 hours of continuing education every two years to maintain competence, demonstrate specified levels of knowledge and skills, and keep up with developments in financial planning. Two of the hours must be CFP Board-approved curriculum on ethics.

CFP® professionals who fail to comply with the above standards and requirements may be subject to the CFP Board’s disciplinary process, which could result in suspension or permanent revocation of the CFP® certification. For more information, refer to the CFP Board’s website at: www.cfp.net.