



## CLIENT RELATIONSHIP SUMMARY ("FORM CRS")

**LAKE POINT WEALTH MANAGEMENT, LLC** ("LPWM" or "we") is an investment adviser registered with the U.S. Securities and Exchange Commission (the "SEC"). Brokerage and investment advisory services and fees differ, and it's important for you to understand the difference. This client relationship summary ("Form CRS") provides information that can help you determine if you want to do business with us. Below, you'll find a series of frequently asked questions in *blue italics*. The answers provided afford you an overview of our firm, while the italicized text directs you to other documents and/or websites from which you can obtain additional information. **CONVERSATION STARTERS** are questions that you should ask a financial professional in order to start a conversation about these important topics.

Please visit [www.investor.gov/CRS](http://www.investor.gov/CRS) for free, simple tools to research firms and financial professionals, and for educational materials about broker-dealers, investment advisers, and investing.

### RELATIONSHIPS AND SERVICES

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#### *What investment services and advice can you provide for me?*

Our primary investment advisory service, for retail investors, is investment management. Our services are tailored to the needs of each client based on their circumstances, investment objectives, time horizon, and risk tolerance. Your Investment Adviser Representative ("IAR") is your main contact; he/she provides advice regarding investments and assistance with the development of your overall investment plan. You may at any time place reasonable restrictions on the investments we may use on your behalf, by providing us those limitations in writing.

**INVESTMENT MANAGEMENT.** We manage client assets on a discretionary basis, in which you grant us the authority to select your investments and direct the purchase/sale of securities in your custodial account(s). You grant us discretionary authority by signing our Investment Advisory Agreement. You may revoke this authority at any time by providing us a notice in writing. Our standard service includes regularly monitoring your account(s) to ensure that your portfolio holdings are consistent with your overall investment plan (subject to any reasonable restrictions you provide us in writing). We limit the types of investments that we recommend, including only those we deem suitable for your unique circumstances. The minimum account size accepted by each of our IARs is at the sole discretion of the IAR. *Please refer to Items 4 and 7 of our [Form ADV, Part 2A: Brochure](#) for more detailed information regarding our services.*

**SUB-ADVISORY SERVICES.** Your investment plan may include various investment strategies for achieving your financial goals. We may recommend the use of one or more third-party investment advisers ("sub-advisers") to manage a portion of your assets via an investment model or a separately managed account. Similarly, we offer our own proprietary investment strategies and may recommend their use by clients.

**OTHER SERVICES.** Some of our IARs are also licensed to sell insurance products and offer those services to clients. If you choose to purchase insurance through one of our IARs, he/she will receive additional compensation for the insurance sale. This creates a conflict of interest because the IAR is incentivized to recommend insurance that could potentially be unnecessary or obtained elsewhere at a lower cost.

### CONVERSATION STARTERS

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- *Given my financial situation, should I choose your investment advisory service? Why or why not?*
- *How will you choose investments to recommend to me?*
- *What is your relevant experience, including your licenses, education, and other qualifications? What do these qualifications mean?*

### FEES, COSTS, CONFLICTS, AND STANDARDS OF CONDUCT

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#### *What fees will I pay?*

**INVESTMENT ADVISORY FEES.** Fees for our investment management services are based on a percentage of your assets under management and are negotiable at our discretion. Therefore, fees will vary from client-to-client. Investment advisory fees are charged quarterly in advance. You pay investment advisory fees even if you have no transactions; the advisory fee does not vary based on the type of investments selected. You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying. Our standard fee schedule, which is negotiable at our discretion, is as follows:

<b>Assets Under Management</b>	<b>Annual Fee</b>
First \$1,500,000	1.50%
Next \$1,500,000	1.25%

Next \$4,500,000	1.00%
Above \$7,700,000	0.75%

You pay our investment advisory fee plus separate fees to your custodian and sub-adviser(s). The investment advisory fee is calculated based on your assets under management with our firm. Because our fee increases as their account value grows, we are incentivized to increase your assets in order to increase our fee. This could lead IARs to recommend riskier investments than they normally would. *For additional information regarding our fees and costs, please refer to Item 5 of our [Form ADV, Part 2A: Brochure](#).*

**OTHER FEES AND COSTS.** Our investment advisory fees are exclusive of broker commissions; taxes; sub-advisory fees; transaction, exchange, and wire/ACH transfer fees; custodial charges; and other related costs and expenses associated with your account(s).

- *Help me understand how the fees and costs I pay might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?*

***What are your legal obligations to me when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?***

***When we act as your investment adviser,*** we have to act in your best interest and not put our interests ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. For example, because we charge an asset-based investment advisory fee, the more assets there are in your account, the more you will pay in fees, and the firm therefore has an incentive to encourage you to increase the assets in your account. We have adopted a Code of Ethics that outlines our expectations regarding our employees' standards of business conduct, conflicts of interest, and our fiduciary duty to our clients. Where we have identified conflicts of interest, we use best efforts to mitigate the potential risk(s) through a combination of compliance policies, operational procedures, employee training, and regular testing. *For more detailed information about our conflicts of interest and how they are addressed, please see Items 5, 10, 11, 12 and 14 of our [Form ADV, Part 2A: Brochure](#).*

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

***How do your financial professionals make money?***

Our IARs receive a base salary that functions as a "Monthly Incentive Compensation Threshold." If the sum of the advisory fees and commissions they generate exceed the threshold, they are eligible to receive payment of incentive compensation. Their compensation on advisory fees is calculated quarterly as a percentage of the assets under management they service. IARs are also paid a percentage of the commission generated by any insurance product sales. Compensation on commissions varies as the rate is determined by the insurance carrier and the type of product sold to you. Because there are separate amounts paid for insurance products and assets under management, as well as for different types of insurance products, our IARs are incentivized to make the recommendation that is most likely to result in him or her reaching the most compensation. This presents a conflict of interest. *For a more thorough discussion of conflicts of interest relating to compensation, and how we address such conflicts, please refer to Item 5 of our [Form ADV, Part 2A: Brochure](#).*

**DISCIPLINARY HISTORY**

***Do you or your financial professionals have legal or disciplinary history?***

Yes. Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research our firm and our financial professionals.

- *As a financial professional, do you have disciplinary history? For what type of conduct?*

**ADDITIONAL INFORMATION**

For further information about our services, please refer to our [Form ADV, Part 2A: Brochure](#). If you have any questions or would like an updated copy of this client relationship summary, please visit our website at [www.lakepointadvisorygroup.com](http://www.lakepointadvisorygroup.com) or call us at (214) 771-3363. You may also visit [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) for additional information on our firm and personnel.

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



**LAKE POINT WEALTH MANAGEMENT, LLC**  
**SUMMARY OF MATERIAL CHANGES**

Please note the following changes since the previous version of our Form CRS, dated June 2021:

- We revised the description of our investment advisory services to clarify that you grant us discretionary authority by signing our Investment Advisory Agreement. You may revoke this authority at any time by providing us a notice in writing.
- We revised the description of our disciplinary history to reflect that we do have legal or disciplinary history.