

Client Relationship Summary
Lakeridge Wealth Management LLC (CRD# 314071)

Introduction

Our firm, Lakeridge Wealth Management LLC, is registered as an investment adviser with the U.S. Securities and Exchange Commission. Brokerage and investment advisory services and fees differ and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

Relationships and Services

What investment services and advice can you provide me?

Services: We offer investment advisory services to retail investors. These services include investment management and financial planning services. We work closely with you to identify your investment goals and objectives, as well as risk tolerance and financial situation in order to develop an investment approach.

Accounts, Investments, and Monitoring: We provide services to individual, joint, retirement, trust, estate, business and charitable accounts. We primarily use individual stocks, individual bonds, exchange-traded funds and mutual funds in constructing portfolios. We provide investment supervision, including monitor portfolios and securities in accounts on a regular and continuous basis. We also meet with you at least annually, or more frequently, depending on your needs.

Investment Authority: We provide our services on a perpetual and discretionary basis. We execute investment recommendations in accordance with your investment objectives without your prior approval of each specific transaction. Our engagement will continue until you notify us otherwise in writing.

Account Minimums & Other Requirements: We do not require an account or relationship size minimum in order for you to open/maintain an account or establish a relationship.

Additional Information: For more detailed information on our relationships and services, please see Item 4 – Advisory Services, Item 13 – Review of Accounts and Item 7 – Types of Clients of our Form ADV Part 2A available via our firm's [Investment Adviser Public Disclosure Page](#).

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

Fees, Costs, Conflicts, and Standard of Conduct

What fees will I pay?

Asset-Based Fees: Our asset-based fees for investment management services range from 1.00% to 1.50% annually. This fee is collected on a quarterly basis and calculated as a percentage of the value of the cash and investments in your account[s] that we manage. This presents a conflict of interest as we are financially incentivized to encourage you to place more assets in your advisory account as you will pay more in advisory fees.

Hourly Fees: Our hourly fees for project-based financial planning services are at a rate of up to \$300 per hour. Hourly fees may be invoiced up to fifty percent (50%) of the expected total fee upon execution of the financial planning agreement. With the balance invoiced and due upon completion of the agreed upon deliverable[s]. Hourly fees are negotiable based on the nature and complexity of the services to be provided and the overall relationship with us. We provide you with an estimate for total hours and overall costs prior to engaging us for these services.

Fixed Fees: Our fixed project-based fees for financial planning services are negotiated on the expected number of hours to complete the engagement at the Advisor's hourly rate above. Fixed fees may be invoiced up to fifty percent (50%) of the expected total fee upon execution of the financial planning agreement, with the balance due upon completion of the agreed upon deliverable[s]. Fixed fees are negotiable based on the nature and complexity of the services to be provided and the overall relationship with us. We provide you with an estimate of the total cost prior to engaging us for these services.

Ongoing Planning Fees: Our ongoing financial planning fees range from \$1,000 to \$14,000 or more annually. Fees are negotiated based on the scope and complexity of the services to be provided and the overall relationship with us. We provide you with an estimate of the total cost prior to engaging us for these services.

Other Fees & Costs: In addition to our advisory fee, you will also be responsible for custody fees, account administrative fees, fees and expenses related to mutual funds and exchange-traded funds and applicable securities transaction fees.

Additional Information: **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. For more detailed information on our fees, please see Item 5 – Fees and Compensation of our Form ADV Part 2A available via our firm's [Investment Adviser Public Disclosure Page](#).

Conversation Starters: *Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to*

invest, how much will go to fees and costs, and how much will be invested for me?

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

When we act as your investment adviser, we have to act in your best interest and not put our 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. Here is an example to help you understand what this means.

Our financial professionals are registered representatives of either Private Client Services, LLC (“PCS”) or Cetera Advisor Networks LLC (“Cetera”), registered broker-dealers. In addition to our services, your financial professional will offer you brokerage services through their separate capacity as a registered representative and will earn commission-based compensation for transactions implemented through PCS or Cetera. The commissions earned are separate from our advisory fees, which creates a financial incentive to recommend that you implement securities transactions through PCS or Cetera. You are encouraged to learn more about PCS and Cetera by reviewing their Client Relationship Summary.

Some of our financial professionals are investment advisor representatives of Cetera Advisor Networks LLC (“Cetera”), a registered investment advisor. Your financial professional will provide investment management and related services through Cetera and earn advisory fees. Your account[s] will either be managed at Cetera or Lakeridge Wealth. You will not be charged by both entities for the same assets. You are encouraged to learn more about Cetera by reviewing their Client Relationship Summary.

Our financial professionals are licensed as insurance agents. In addition to our services, your financial professional will offer you insurance products in their separate capacity as an insurance agent. The fees charged for the implementation of insurance products are separate from our advisory fees, where your financial professional will earn commission-based compensation for the implementation of an insurance product. Therefore, there is a financial incentive to recommend that you implement insurance through our financial professionals.

We will recommend that you open your account with a specific custodian, where we maintain an institutional relationship and receive economic benefits. The receipt of economic benefits presents a conflict of interest and can influence our recommendation of the custodian to you. However, you ultimately decide where to open your accounts. Choosing a different custodian may result in the loss of quality of service and/or ability to obtain favorable prices.

Additional Information: For more detailed information, please see Item 10 – Financial Industry Activities and Affiliations, Item 12 – Brokerage Practices and Item 14 – Client Referrals and Other Compensation of our Form ADV Part 2A available via our firm’s [Investment Adviser Public Disclosure Page](#).

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

How do your financial professionals make money?

Our financial professionals are compensated based on the revenue generated from advisory services for the Clients they serve. Our owners are also compensated based on the revenue generated from advisory services, which is distributed in accordance with our partnership agreement. This means our financial professionals have an incentive to increase the asset size in the relationship or solicit new business, taking time away from the day-to-day servicing of existing clients.

Disciplinary History

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

Yes. You can visit Investor.gov/CRS for a free and simple search tool to research our firm and our financial professionals.

Conversation Starters: *As a financial professional, do you have any disciplinary history? For what type of conduct?*

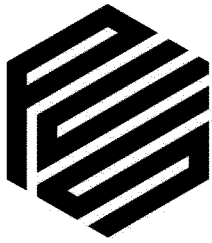
Additional Information

You can find additional information about our investment advisory services by viewing our Form ADV Part 2A available via our firm’s [Investment Adviser Public Disclosure Page](#) or our website at <http://lakeridgewm.com>. You can request up to date information and a copy of our client relationship summary by contacting us at (440) 510-1901.

Conversation Starters: *Who is my primary contact person? Is he or she a representative of an investment advisor? Who can I talk to if I have concerns about how this person is treating me?*

Material Changes

The Advisor has updated their disciplinary history information, April 3, 2023.
The Advisor has updated their disciplinary history information, June 20, 2023.
The Advisor has updated their disciplinary history information, September 28, 2023



**PRIVATE
CLIENT
SERVICES™**

MEMBER FINRA, SIPC
A Registered Investment Advisor

CLIENT RELATIONSHIP SUMMARY

Private Client Services (“PCS”) is a Registered Broker/Dealer Firm and Registered Investment Advisor (“RIA”), dually registered with the Securities and Exchange Commission, is a member of the Financial Industry Regulatory Authority (FINRA) and the Securities Investor Protection Corporation (SIPC). It is important for clients to understand that as a Broker/Dealer we offer investment services where PCS and our Registered Representatives earn a commission when we buy and sell securities for you, and as an RIA, we offer investment advice and investment advisory services for a fee. Our client base consists primarily of retail investors; however, we also serve institutional investors.

Free and simple tools are available to research firms and financial professionals at <https://www.Investor.gov/CRS>, which also provides educational materials about broker/dealers, investment advisors, and investing.

What investment services and advice can you provide to me?

We provide both brokerage services and investment advisory services to retail investors.

Brokerage services include buying and selling securities, including stocks, bonds, mutual funds, exchange traded securities, unit investment trusts, and variable or index annuity products for retail investors. We provide investment recommendations, financial tools and investor education to retail investors in order to help investors achieve their investment goals and objectives.

Brokerage services may be processed via an investor brokerage account or directly with a product provider. Although the firm imposes no specific eligibility requirements or investment minimums, individual services, including the extension of margin privileges and options trading as well as individual product providers, may have additional requirements. Details can be obtained in the service agreements or product prospectuses.

Not all registered representatives of the firm are dually registered and may not be able to provide investment advisory services in addition to brokerage services. All representatives of the firm may not be appropriately licensed to sell all products of the firm and may only offer a subset in accordance with their license. In addition, the firm does not monitor your brokerage account and you make the ultimate decision regarding the purchase or sale of investments.

Investment advisory services include asset allocation model portfolios managed by the firm called Plus Portfolios, Asset Allocation Account (AAA) portfolios managed by the advisor, portfolios managed by Third-Party Asset Managers (TPAM), a wrap program and financial planning services all for a fee

Plus Portfolio accounts consist of exchange traded funds (ETFs) or mutual funds and may include additional asset types. They are managed on a discretionary basis by the firm and monitored regularly by the firm’s Investment Committee. There is a \$50,000 account minimum that may be waived on a case-by case basis.

Asset Allocation Account (AAA) portfolios may consist of ETFs, mutual funds, stocks, bonds and other asset types. These accounts are managed by the advisor according to a model established by the retail investor at the time of account opening. AAA accounts may be managed on a discretionary or non-discretionary basis depending on the retail investor's desire and are monitored by the firm on a regular basis. There is a \$50,000 account minimum that may be waived on a case-by case basis.

Third-Party Asset Management accounts utilize other professional money management services to create and manage retail investor portfolios. Each TPAM sets their own account minimums and portfolio design. We do not provide any input, or guidance in relation to the portfolio management of these accounts, however we do provide ongoing monitoring regarding performance. Details can be found in each TPAM's account documents.

Retail client accounts that are managed on a discretionary basis, means that the Investment Committee or adviser determines holdings allocation changes in various portfolios based upon market conditions, and executes the reallocation without consulting individual clients. Discretion is limited to portfolio holdings allocation and does not include the ability for the firm or adviser to process any money movement activity without the prior instruction and approval by the client. Non-discretionary means that you make the ultimate decision regarding the buying and selling of securities in your portfolio.

Financial planning services provided to our clients may include some or all the following: Business Planning, Retirement Planning, Estate Planning, Risk Management, Investment Consulting, Corporate Retirement Planning, and Insurance Planning. These services are provided by a separate engagement agreement established by the retail investor and adviser prior to any services.

We offer a Wrap Program to our clients, in which you may invest in certain products without paying commissions or transaction fees over and above the program's advisory fee.

Additional information on our advisory programs may be found by reviewing our Form ADV on our website www.pcsbd.net/advisory_disclosures.

We offer recommendations to retail investors that have been determined to be in their best interest.

Questions for you to ask your representative / advisor:

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

What fees will I pay?

For brokerage services, retail investors are charged transaction commissions and fees/expenses for buy or sell orders of individual stock or ETF securities within a brokerage account. Bonds are charged a markup or mark down in the price of the security being bought or sold. Investment products such as mutual funds, unit investment trusts and annuities charge initial fees, expenses, and commissions as part of the investment purchase price depending on the product purchased. Some products may charge ongoing management fees and commissions or trails as long that the product is held. These fees and expenses are outlined in the product prospectus.

Since commissions are charged on a transaction basis, you would be charged more when there are more trades in your account, therefore we may have an incentive to encourage you to trade more frequently.

Brokerage accounts also have additional account service fees depending on account activity. These fees may include services such as money movement, maintenance fees, transfer fees, etc. More detailed information on brokerage account fees may be found on our website [www.pcsbd.net/Regulation Best Interest](http://www.pcsbd.net/Regulation_Best_Interest).

For advisory services, retail investors are charged an asset-based fee that is dependent on the value of the assets we manage. We charge this fee on a monthly basis. The higher the asset value in your account, the more you will pay in fees and therefore we may have an incentive to encourage you to increase the assets held in your account.

Asset-based fees associated with the wrap fee program (Plus Portfolios, AAA and TPAM) will include most transaction costs and fees to a broker-dealer or bank that has custody of these assets, and therefore are higher than a typical asset-based advisory fee. You may also pay additional account service fees depending upon account activity. These fees may include services such as money movement, maintenance fees, transfer fees, etc. More detailed information on brokerage account fees may be found on our website [www.pcsbd.net/Regulation Best Interest](http://www.pcsbd.net/Regulation_Best_Interest).

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.

Questions for you to ask your representative / advisor:

- *Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?*
- *How do you determine what fee I will be charged?*

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

When we provide you with a recommendation as your broker-dealer or act as your investment adviser, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests.

You should understand and ask us about these conflicts because they can affect the recommendations and investment advice we provide you.

Here are some examples to help you understand what this means:

- 1) Since commissions in a brokerage account are charged on a trade basis, a retail investor would be charged more when there are more trades in his or her account, therefore we may have an incentive to encourage a retail investor to trade often.
- 2) We charge an investment advisory fee based on the assets we manage. We have an incentive to recommend adding assets to accounts that we manage which will increase the fee you pay us.

3) Commissions on investment products vary and we may have an incentive to recommend a product that pays a higher commission.

4) We may receive additional compensation from brokerage fee mark ups, transition assistance and money market fund revenue sharing from our clearing firm and custodians.

Additional information related to potential conflicts of interest may be found by reviewing our Form ADV by visiting our website: www.pcsbd.net/advisory_disclosures.

Questions for you to ask your representative / advisor:

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

How do your financial professionals make money?

Our registered representatives receive compensation for commissions generated for securities or insurance sales in their capacity as broker-dealer representatives or insurance agents.

Our Investment Advisory Representatives receive compensation based on the amount of client assets maintained in advisory accounts, or fees charged for financial planning services.

Questions for you to ask your representative / advisor:

- *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?*

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

Yes.

Retail investors may visit www.Investor.gov/CRS for a free and simple search tool to research our firm and financial professionals.

Questions for you to ask your representative / advisor:

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

Retail investors can find additional information about our brokerage or investment advisory services and request a copy of this *relationship summary* by visiting our website www.pcsbd.net or calling 502-451-0600.