

## Client Relationship Summary (Form CRS) as of **February 05, 2024**

Our firm, FC Advisory, LLC dba **FINANCIAL COACH** and dba **NEW WEALTH PROJECT**, is registered with the Securities and Exchange Commission as an investment adviser and, as such, we provide advisory services rather than brokerage services. Brokerage and investment advisory services and fees differ, and we feel it is important for you to understand these differences. Free and simple tools are available to you to research firms and financial professionals at [www.investor.gov/crs](http://www.investor.gov/crs), which also provides educational materials about broker-dealers, investment advisers, and investing.

### WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE ME?

We offer investment advisory services, including Financial Planning and Portfolio Management, to retail investors.

- **FINANCIAL COACH** advisory services are intended for individuals and couples who are retired or approaching retirement.
- **NEW WEALTH PROJECT** advisory services are intended for young families, and emerging professionals/business leaders.

### FINANCIAL PLAN DEVELOPMENT.

Generally, a client's first formal engagement with us is for Financial Plan Development, which includes assessing your current situation, financial outlook, and personal objectives, setting goals and objectives, and developing specific strategies designed to help you achieve your stated goals. This engagement concludes with delivery of a recommended strategy for implementing your financial plan.

### FINANCIAL PLAN IMPLEMENTATION.

Financial Plan Implementation typically includes ongoing financial planning combined with portfolio management services. Portfolio management services include the initial implementation of **your investment portfolio** and ongoing monitoring of your financial plan and **advisory accounts**, including performance reporting, asset allocation analysis, rebalancing, and tax loss harvesting. We will evaluate your financial plan(s) and advisory account(s), at least annually, with respect to your individual goals, objectives, time horizon, risk tolerance, any changes to your financial situation (such as retirement, termination or employment, physical move or inheritance), and current market, economic or political events. We expect you to alert us whenever significant changes occur within your financial situation.

The investments we recommend are primarily limited to open-end mutual funds and exchange traded funds (ETFs), but we also serve to advise clients with existing positions in individual stocks. You may request reasonable restrictions on and customizations to your accounts.

**Discretionary Authority.** We typically manage advisory accounts on a discretionary basis, which means you provide us the authority to buy and sell securities for your account(s) at our discretion and without your permission prior to each transaction. Discretionary authority is given to us at the time you sign the Investment Advisory Agreement and continues for the duration of our advisory relationship, provided that you may, at any time, upon delivery of written notice to us, terminate any discretionary authority granted. Financial planning services are non-discretionary, which means that you make the ultimate decision regarding the purchase or sale of any services or products we recommend.

ADDITIONAL INFORMATION. You can find more detailed information regarding **our advisory services** in our Form ADV brochures, **Part 1** and **Part 2A** ←—accessible using hyperlink or by visiting <https://adviserinfo.sec.gov/firm/summary/170478>.

### CONVERSATION STARTERS – ASK YOUR FINANCIAL PROFESSIONAL

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

### WHAT FEES WILL I PAY?

The following summarizes the principal fees and costs associated with the advisory services we provide through **Financial Coach** and through **New Wealth Project**. For more detailed information, including our fee schedules, refer to **Items 5 and 6** in our **Form ADV Part 2A** ←—accessible using hyperlink or by visiting <https://adviserinfo.sec.gov/firm/summary/170478>.

We charge a one-time Advisory Fee (or “planning fee”) for Financial Plan Development. The maximum flat-rate fee to develop a financial plan is generally \$2,500. We typically require Financial Planning Fees to be paid 100% upfront, prior to our delivery of any financial planning work, formal recommendations, and/or material.

We charge an annual “Advisory Fee” for ongoing Financial Plan Implementation. Generally, Advisory Fees are calculated as a percentage of assets under management / advisement (“AUM”), with fee rates ranging from 1.25% to 0.10% based on our **tiered schedules**, and are billed on a pro-rata annualized basis. **A minimum \$2,500 annual Advisory Fee is charged for ongoing advisory services offered through the New Wealth Project.** Advisory Fees will be automatically deducted from your advisory account in advance of each quarter, by the account's Custodian upon their receipt of our instruction.

Advisory Fees are negotiable at our discretion. For example, in some cases clients pay an annual flat-rate Advisory Fee as opposed to fee rates based on our tiered schedules. Or, otherwise agreed upon arrangements may be made for the payment of certain Advisory Fees, such as by establishing a schedule for the **electronic payment** of flat-rate Advisory Fees using an external, **third-party payment processing service**.

The amount you pay for Plan Development and/or Plan Implementation will depend on a variety of factors, for example: the complexity of your situation; the services you receive and whether these services are provided through **Financial Coach** or **New Wealth Project**; the number of interactions with our financial professionals, whether the support you receive is primarily human- or technology-based; and the amount of assets in your account. Your final fee schedule, including the arrangement for payment of Financial Planning and/or ongoing Advisory Fees, will be identified in your Investment Advisory Agreement.

Some fees may create a conflict of interest. As an example, for asset-based fees, the more assets there are in your account, the more you will pay in fees. This may act as an incentive for us to encourage you to increase the assets in your account. **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.**

There are other fees and costs related to our investment advisory services and investments in addition to the principal fees and costs listed above that you will pay directly or indirectly. The most common fees are mutual fund shares and ETF expenses as described in the prospectus of the mutual funds or ETFs. All fees paid to us are separate and distinct from any fees and expenses charged by mutual funds and ETFs.

ADDITIONAL INFORMATION. You can find more detailed information regarding [our fees and costs](#) in our Form ADV brochures, [Part 1](#) and [Part 2A](#) ←accessible using hyperlink or by visiting <https://adviserinfo.sec.gov/firm/summary/170478>.

#### CONVERSATION STARTERS – ASK YOUR FINANCIAL PROFESSIONAL

- 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 a **duty** 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 are some examples to help you understand what this means.*

Representatives of our firm may, at times, buy or sell securities for themselves that they also recommend to clients. This may provide an opportunity for representatives to buy or sell the same securities before or after recommending the same securities to clients resulting in representatives profiting off the recommendations they provide to clients. These types of transactions may create a conflict of interest.

#### CONVERSATION STARTERS – ASK YOUR FINANCIAL PROFESSIONAL

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

ADDITIONAL INFORMATION. You can find more detailed information regarding conflicts of interest in our Form ADV brochures, [Part 1](#) and [Part 2A](#) ←accessible using hyperlink or by visiting <https://adviserinfo.sec.gov/firm/summary/170478>.

#### HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?

As a **fee-only financial planner**, our firm's revenue comes solely from those fees paid to us directly by clients in the form of advisory fees based on assets under management and fees paid for financial planning services. A portion of this revenue is used to compensate our firm's financial professionals in the form of a base salary and bonus. We do not accept commissions from any other sources, or any fees or compensation based on product sales, nor do our firm's professionals receive commissions or compensation from any other source in relation to the advisory services provided.

#### DO YOU OR YOUR FINANCIAL PROFESSIONALS HAVE A LEGAL OR DISCIPLINARY HISTORY?

**No.** Visit [www.investor.gov/crs](http://www.investor.gov/crs) for a free and simple search tool to research our firm and our financial professionals.

ADDITIONAL INFORMATION. You can find more detailed information regarding our individual **Investment Adviser Representatives** in our Form ADV brochure, [Part 2B](#) ←accessible using hyperlink or by visiting <https://adviserinfo.sec.gov/firm/summary/170478>.

#### CONVERSATION STARTERS – ASK YOUR FINANCIAL PROFESSIONAL

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

**Additional Information.** You can request a copy of this relationship summary and other up-to-date information by calling (484) 887-0452, or by email to [hello@financialcoachgroup.com](mailto:hello@financialcoachgroup.com), or by visiting our websites [www.financialcoachgroup.com](http://www.financialcoachgroup.com) or [www.thenewwealthproject.com](http://www.thenewwealthproject.com)

#### CONVERSATION STARTERS – ASK YOUR FINANCIAL PROFESSIONAL

- 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?

## Summary of Material Changes to Form CRS

- As of **February 05, 2024**, our Form CRS has been amended to describe different ways in which Advisory Fees are negotiable at our discretion. These amendments were made to the following section:
  - **What fees will I pay?**
  
- As of **January 06, 2021**, our Form CRS has been amended to reflect changes to our Financial Coach and New Wealth Project Advisory Fee Schedules. These amendments were made to the following sections:
  - **What investment services and advice can you provide me?**
  - **What fees will I pay?**