



2/12/2024

## Introduction

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Beacon Harbor Wealth Advisors, Inc. (“Beacon Harbor Wealth”) is an Investment Adviser registered with the Securities and Exchange Commission (“SEC”). We feel it is important for you to understand how advisory and brokerage services and fees differ to determine which type of account or service is right for you. There are free and simple tools available to research firms and financial professionals at [www.investor.gov/crs](http://www.investor.gov/crs), which also provides educational materials about investment advisers, broker-dealers, and investing.

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

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As an investment adviser, Beacon Harbor Wealth offers investment advisory services to retail investors for an ongoing asset-based fee based on the value of your account and in some cases fixed financial planning and investment analysis fees. Our advisory services include investment management services, financial planning, investment analysis, retirement planning, cash and debt management, college savings, estate planning, risk management, tax planning strategies, employee benefit optimization, financial goals, and insurance reviews. If we are providing investment management services to you, we will meet with you to review and understand your current situation, investment objectives, and risk tolerance. We will then construct a diversified portfolio consisting of individual equities, exchange traded funds (ETFs), mutual funds, and fixed income investments when appropriate based on our disciplined, systematic investment process to help you achieve your goals while managing risk along the way. We will regularly monitor your investments daily, as part of our standard services. Please reference Item 4 of our Form ADV Part 2A for further information.

We manage accounts on a discretionary basis, which means we do not need to call you when buying or selling investments in your account. You will sign an Investment Management Agreement (IMA) and Limited Power of Attorney giving us this authority. This agreement will remain in place until you or we terminate our relationship. Please refer to Item 16 of our Form ADV Part 2A for further information. We do not limit our advice and services to proprietary products, but we offer 7 risk-based strategies ranging from Income, Conservative Growth & Income, Moderate Growth & Income, Conservative Growth, Moderate Growth, Aggressive Growth, and Trading & Speculation (Wealth Surplus). Please refer to Item 8 of our Form ADV Part 2A for further information. Our minimum account size requirement is \$250,000.00. However, Beacon Harbor Wealth may accept clients who may have a smaller account size at their sole discretion. Please refer to Item 7 of our Form ADV Part 2A for further information.

### *Questions to Ask Us:*

- *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?

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Fees and costs affect the value of your account over time and vary depending on certain factors and are negotiable. Please ask your Wealth Advisor to give you personalized information on the fees and costs you will pay. We charge an ongoing asset-based fee billed quarterly. Here are a few conflicts of interest:

Our incentive is to increase the value of your account over time, which will increase our fees over time. Fees associated with our wrap free program will include most transaction costs and fees to the broker-dealer



2/12/2024

("Custodian") of your account. As a result, fees are normally higher than a typical asset-based advisory fee. You could also pay fees charged by the custodian for certain investments and maintaining your account. Some investments, such as mutual funds and exchange traded funds, charge additional fees that will reduce the value of your investments over time. 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. Please refer to Item 5 of our Form ADV Part 2A for further information.

*Question to Ask Us: 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?

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**When we 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 investment advice, we provide you. Here are some examples to help you understand what this means. Beacon Harbor Wealth's revenue is from the advisory fees we collect from our clients' accounts each quarter. We have an incentive to increase the amount of investments we manage which could bias our advice towards investing more rather than paying off debt or recommending you not have investments that we do not manage. For additional information on conflicts of interest, please see our Form ADV Part 2A.

*Questions to Ask Us: How might your conflicts of interest affect me? How will you address them?*

## How do your financial professionals make money?

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Our Wealth Advisors are employees of the firm and are paid a fixed salary. They also receive on a quarterly basis a portion of the advisory fees that Beacon Harbor Wealth collects from the accounts each Wealth Advisor manages/maintains/oversees, etc. This compensation structure creates an incentive for our financial professionals to recommend that you increase the size of your account with us. Some also are licensed to sell insurance products, however they do not receive commissions.

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

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No, our firm and/or financial professionals do not have legal and/or disciplinary history. 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.

*Questions to Ask Us: As a financial professional, do you have any disciplinary history? For what type of conduct?*

## Additional Information

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You can find additional information about our investment advisory services on the SEC's website [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching CRD #300243. You may also contact our firm at 757-644-4545 or [Jeremy.Ingram@BeaconHarborWealth.com](mailto:Jeremy.Ingram@BeaconHarborWealth.com) to request a current copy of our Form ADV Part 2 or up-to-date Form ADV Part 3 – this relationship summary.

*Questions to Ask Us:*

- *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?*



2/12/2024

## Summary of Material Changes

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Since the last filing of this Form ADV Part 3, dated February 23, 2023, we have updated disclosure regarding where to find additional information and conflicts of interest related to the compensation structure of our financial professionals.