



## Crossmark Wealth Management, LLC Form CRS Client Relationship Summary

Revised June 30, 2022

### Introduction

Crossmark Wealth Management, LLC (**Crossmark Wealth**) is an investment adviser registered with the Securities and Exchange Commission (the **SEC**). We provide investment advice and discretionary investment management services to retail investors and institutional clients. Crossmark Wealth is not a broker/dealer. Brokerage and investment advisory services and fees differ, and it is important for the retail investor to understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://Investor.gov/CRS), which also provides educational materials about broker/dealers, investment advisers, and investing generally.

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

Crossmark Wealth provides investment advice and discretionary investment management services to retail investors based on the individual needs of each client. Crossmark Wealth primarily allocates client capital to other investment managers and their products, including affiliated investment advisers and their products. We provide investment advisory services that cover equity securities, options on equity securities, corporate debt instruments, government and agency securities, municipal securities, mutual funds, and exchange traded funds (ETFs), including mutual funds and investment strategies that are managed by our affiliate (**proprietary products**). Where we recommend a proprietary product, you will make the ultimate decision regarding that investment. Where we recommend an investment strategy that is managed by our affiliate, you will enter into a separate investment advisory relationship with that affiliate. We only provide discretionary investment management services with respect to assets that are not invested in proprietary products. Given Crossmark Wealth's extensive knowledge of the proprietary products, including how they are best utilized in various asset allocation strategies, Crossmark Wealth generally has a preference for the proprietary products over non-proprietary products with a similar investment strategy. For more information regarding the investment services and advice we provide our clients, see Part 2A of our Form ADV, Items 4 and 8.

**Conversation Starters.** Ask your financial professional:

- Given my financial situation:
  1. Should I choose an investment advisory service? Why or why not?
  2. Should I choose a brokerage service? Why or why not?
  3. 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?

Crossmark Wealth charges only asset-based fees that are expressed as an annual rate but assessed quarterly. The fees that we charge for the services provided to you vary depending on several factors, which include:

- The type and level of service we provide to you
- The size of your account, and
- The complexity of your investment program

Our fees are based on the market value of the assets with respect to which we provide investment advice and discretionary management services and will generally not exceed 1% (100 bps) annually, assessed quarterly. In addition to our advisory fee, you may be subject to additional fees, including: brokerage commissions and charges for executing trades; exchange fees; taxes; and fees charged by your custodian and/or trustee. Our fees are exclusive of the fees, charges and expenses you pay in

connection with investments in funds, including proprietary products. The specific fees and expenses applicable to your account are set forth in the accounting opening agreements for your account. For more information regarding fees and costs, see Part 2A of our Form ADV, Item 5.

**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 investment over time. Please make sure you understand the fees and costs you are paying.**

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

**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 about these conflicts, because they can affect the investment advice we provide you.

The majority of our clients' assets are invested in proprietary products. If we recommend a proprietary product, you will make the ultimate decision regarding that investment. We will not use discretionary authority to make decisions regarding proprietary products on your behalf; provided, however, we will reallocate your assets periodically, in accordance with your instructions. Where Crossmark Wealth determines to allocate to proprietary products, to the extent permitted by applicable law, Crossmark Wealth and its affiliates will generally be entitled to earn more fees than if Crossmark Wealth had allocated to non-proprietary products as affiliates of Crossmark Wealth earn an asset-based advisory fee for managing the proprietary products in addition to the advisory fee payable to Crossmark Wealth with respect to such allocations. This practice creates a conflict of interest because Crossmark Wealth and its affiliates do not receive fees from non-proprietary products and thus receives an additional layer of fees when proprietary products are utilized.

**Conversation Starter.** Ask your financial professional:

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

### How do your financial professionals make money?

Our Crossmark Wealth financial professionals receive compensation in the form of base salaries and a percentage of revenues derived from client relationships. This means that they have a financial incentive to attract additional clients and assets, but their compensation does not vary based on the product sold.

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

Yes. You may visit [www.investor.gov/CRS](http://www.investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

**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 find additional information about Crossmark Wealth and our services through the following resources:

- Our website is found at [www.crossmarkwealth.com](http://www.crossmarkwealth.com); our Form ADV Brochure is available at <https://adviserinfo.sec.gov>

For more information or to request a free copy of our Form ADV Brochure or this Relationship Summary, please call us at **800.262.6631** or **713.260.9000**.

**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?