

Form ADV Part 3: *Relationship Summary*

Better Money Decisions, LLC

Introduction

Better Money Decisions is an Investment Adviser registered with the U.S. Securities and Exchange Commission. We offer our clients investment advisory services. Clients should understand that the services we provide and fees we charge are different than those of a broker-dealer, and that it is important to understand the difference between the two. Free and simple tools are available to research firms and financial professionals at 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?

Description of Services: We offer investment advisory services to retail investors. Our investment advisory services include: Asset Management Services and Financial Planning and Consulting Services.

Asset Management Services: Better Money Decisions provides asset management services which involves us managing and trading your designated account(s). Better Money Decisions will discuss your investment goals and design a strategy to try and achieve your investment goals. Better Money Decisions will continuously monitor your account when providing asset management services and contact you at least annually to discuss your portfolio. For more information please see **Item 4 of our Form ADV Part 2A**. Asset management services are provided on a **discretionary** basis, meaning we will have the authority to determine the type and amount of securities that can be bought or sold for your portfolio without obtaining your consent for each transaction. For more information please see **Item 16 of our Form ADV Part 2A**.

Financial Planning Consulting Services: We also provide financial planning services under our Financial Subscription Service (FSS) and Financial Planning Services (FPS). Financial planning services involve creating a written financial plan for you which covers mutually agreed upon topics. The process involves one time and/or ongoing meetings to discuss your financial situation. Please see **Item 4 of our Form ADV Part 2A**.

Limited Investment Offerings: We do not primarily recommend one type of security to clients. Instead, we recommend any product that may be suitable for each client relative to that client's specific circumstances and needs. However, we are limited in investment selection in that we can only invest your account in securities which are available on your custodian's platform. When providing you services, we do not recommend or offer advice on any proprietary products.

Account & Fee Minimums: There is a minimum investment amount of \$300,000 for our Financial Wellness for Life Service. The minimum annual fixed fee generally charged for our Financial Planning Services is \$3000 and will range up to maximum of \$5000. Our Financial Subscription Services is \$4000 per year.

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?*

What Fees Will I Pay?

Description of Principal Fees & Costs: Clients with over \$300,000 in their managed account(s) will be eligible for our Assets Under Management Fee which is charged up to a maximum of 1.25% of the assets under our management, billed in advance on a quarterly calendar basis, and calculated based on the fair market value of your account as of the last business day of the previous billing period. Because our fee is based upon the value of your account we have an incentive to recommend that you increase the level of assets in your account. For more information about the fees we will charge you please see **Item 5 of our Form ADV Part 2A**. When engaging us for asset management services you will also incur other fees and expenses. The custodian on your account may also charge you transaction fees for executing trades in your account. You may also be charged management fees by the funds we invest in, within your account.

Any fees we charge for financial planning services will not cover the costs associated with implementing any recommendations we may make. For more information please see **Item 5 of our Form ADV Part 2A**.

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 details on the other fees and expenses you may incur please see **Item 5 of our Form ADV Part 2A**.

Conversation Starters: *Help me understand how these fees and costs might affect my investments. If I give you \$300,000 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?

Standard of Conduct: 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. To the extent we recommend you roll over your account from a current retirement plan to an individual retirement account (“IRA”) managed by us and subject to our asset-based investment advisory fees, this is a conflict of interest because we have a financial incentive to recommend that you move your IRA to us even if it is not in your best interest. For more information about this conflict and our procedures to mitigate the conflict, see **Item 4 of our Form ADV Part 2A**. When we provide asset management services, we will ask that you establish an account with TD Ameritrade to maintain custody of your assets and to effect trades for your account. Our recommendation to use TD Ameritrade is not based solely on your interest of receiving the best execution possible. We also recommend TD Ameritrade because they provide us with research, products and tools that help us manage and further develop our business operations. As a result, we do not have to pay for such benefits, which saves us money; however, these arrangements create a conflict of interest. See **Item 12 of our Form ADV Part 2A** for more information about our arrangements with TD Ameritrade. We actively manage our own personal accounts while at the same time managing your accounts and other client accounts. This creates different conflicts of interest for which we have developed procedures to mitigate and control for those conflicts. For more information see **Item 11 of our Form ADV Part 2A**.

Additional Information: For more information about our conflicts of interests and the ways we are compensated please see **Item 5 and Item 10 of our Form ADV Part 2A**.

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

How do your financial professionals make money?

Description of Salary/Payment of IARs: We compensate our investment adviser representatives based on the level of assets that they bring into Better Money Decisions. This creates a conflict of interest as it gives your representative an incentive to recommend you invest more in your account with us due to the potential for increased payments.

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

The firm has no legal or disciplinary history to report however, some of our representatives have matters that have been previously publicly disclosed. Specific information can be found at <https://www.investor.gov/CRS>.

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

Additional Information about Better Money Decisions

Additional information about us and a copy of this relationship summary are available on the Internet at www.bettermoneydecisions.com. You can also find our disclosure brochures and other information about us at <https://adviserinfo.sec.gov/firm/summary/172980>. If you have any questions or want an up-to-date copy of this relationship summary, we can be reached by phone at 844-507-0961.

Conversation Starters: *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?*