

### Introduction

Our firm, WealthPLAN Partners, LLC is an investment adviser registered with the Securities and Exchange Commission. We feel that it is important for you to understand how advisory and brokerage services and fees differ in order to determine which type of account 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?

We are a registered investment adviser that offers investment advisory services, including Asset Management, Institutional Intelligent Portfolios® and Financial Planning & Consulting to clients. If you open an advisory account with our firm, we'll meet with you to understand your current financial situation, existing resources, objectives, and risk tolerance. Based on what we learn, we'll recommend a portfolio of investments that is monitored at least quarterly and if necessary, rebalanced to meet your changing needs and goals. We'll offer you advice on a regular basis and contact you at least annually to discuss your portfolio.

You can select in our agreement whether we are allowed to buy and sell investments in your account without asking you in advance ("discretion") or only after receiving your permission ("non-discretion"). If you select non-discretion, you make the ultimate decision regarding the purchase or sale of investments. Any limitations will be described in the signed advisory agreement. We will have discretion or non-discretion until the advisory agreement is terminated by you or our firm.

We do not restrict our advice to limited types of products or investments nor does our firm impose requirements for opening and maintaining accounts or otherwise engaging us.

Financial Planning & Consulting is also offered as a separate service for a flat or hourly fee. We do not monitor your investments for the Financial Planning & Consulting service.

*Additional information about our advisory services is in Item 4 of our Firm Brochure, which is available online at: <https://adviserinfo.sec.gov/firm/summary/305026>*

#### 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 those qualifications mean?

### What fees will I pay?

You will be charged an ongoing quarterly or monthly fee based on the value of the assets in your account. Our Asset Management and Institutional Intelligent Portfolios® fee schedules ranges from 0.01% to 2.00% depending on the value of the assets in your account and the type of service rendered.

As the dollar value of your portfolio increases, the total dollar amount of management fees paid to our firm will generally increase. We therefore have an incentive to work towards growing the value of your advisory accounts.

Our fees vary and are negotiable. The amount you pay will depend, for example, on the services you receive and the amount of assets in your account. Our firm's fees will be automatically deducted from your advisory account, which will reduce the value of your advisory account. In rare cases, we will agree to send you invoices rather than automatically deduct our fees from your advisory account.

The fee for our Financial Planning service generally ranges from \$1,500 to \$5,000 and our Consulting services are also available starting at \$1,000 or on an hourly basis for a fee ranging from \$100 to \$300 per hour. We generally charge you when we deliver a financial plan or consultation.

The broker-dealer/custodian that holds your assets charges you a transaction fee when we buy or sell an investment for you. The broker-dealer's/custodian's transaction fees are in addition to our firm's fees for our Asset Management service.

You may also pay charges imposed by the broker-dealer/custodian holding your accounts for certain investments and maintaining your account. Some investments, such as mutual funds, index funds, exchange traded funds, and variable annuities, charge additional fees that will reduce the value of your investments over time. In addition, you may have to pay fees such as "surrender charges" to sell variable annuities.

In certain cases, we may select third party money managers, sub-advisers, and/or separate account managers to assist us with managing your account. If selected, they will charge you a fee, which will be in addition to our fee and shall be described to you in their Form ADV or agreement.

You will pay fees and costs whether your investments increase or decrease in value. 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.

*Additional information about our fees is in Item 5 of our Firm Brochure, which is available online at <https://adviserinfo.sec.gov/firm/summary/305026>*

**Questions to Ask Us:**

- Help me understand how these fees and costs may 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 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:*

Some of our firm's financial professionals are registered representatives of Securities America, Inc. ("SAI"), an unaffiliated broker-dealer. Your financial professional may offer you brokerage services through SAI or advisory services through our firm. Brokerage and advisory services are different, and the fees our firm and SAI charge for those services are different. Registered representatives charge a transaction-based commission each time they buy or sell a security in a brokerage account. As a result, they have an incentive to trade as much as possible in order to increase their compensation. You can learn more about SAI's brokerage services and fees at <https://www.securitiesamerica.com/>

Our firm's financial professionals include licensed insurance agents who sell insurance products for a commission. They have an incentive to recommend insurance products to you in order to increase their compensation.

Certain of the firm's indirect owners are also owners of WealthPLAN Investment Management LLC (WPIM) a separate SEC registered Investment Adviser. A conflict of interest exists as there is an incentive to recommend the services of WPIM in order to increase their compensation. Specifically, we recommend the use WPIM models in certain client accounts. In order to mitigate this conflict of interest, all representatives of WealthPLAN Partners, LLC will adhere to their fiduciary duty and act in the client's best interest.

Since we recommend third party money managers to assist with managing certain accounts, we have an incentive to recommend a manager who shares a larger portion of their advisory fee with us compared to other managers.

*Additional information about our conflicts of interest is in Item 10 of our Firm Brochure, which is available online at: <https://adviserinfo.sec.gov/firm/summary/305026>*

**Questions to Ask Us:**

- 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 our firm earns from their advisory services or recommendations, the amount of client assets they service, and the time and complexity required to meet a client's needs. In addition, they are compensated based on the type of product sold and/or product sales commissions as part of their outside business activities as registered representatives of SAI or when acting as insurance agents.

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

Yes, our firm and/or our financial professionals have legal and disciplinary history. Visit [Investor.gov/CRS](http://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**

You can find additional information about our firm's investment advisory services on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching CRD #305026. You may also contact our firm at (402) 333-5488 to request a copy of this relationship summary and other up-to-date information.

**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?