

**INTRODUCTION**

[Waldron Private Wealth, LLC](#) (“we”, “us” or “our”) is registered with the [U.S. Securities and Exchange Commission \(“SEC”\)](#) as an investment adviser. Investment advisory services and compensation structures differ from that of a registered broker-dealer, and it is important that you understand the differences. Free tools are available to research firms and financial professionals at [www.Investor.gov/CRS](http://www.Investor.gov/CRS). The site also provides educational materials about broker-dealers, investment advisers and investing.<sup>i</sup>

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

We provide investment advisory services, including discretionary and non-discretionary investment management and financial planning services to individuals, trusts and estates (our “retail investors”). When a retail investor engages us to provide investment management services we shall monitor, on a continuous basis, the investments in the accounts over which we have authority as part of our investment management service. Furthermore, when engaged on a discretionary basis, we shall have the authority, without prior consultation with you (unless you impose restrictions on our discretionary authority), to buy, sell, trade and allocate the investments within your account(s) consistent with your investment objectives. Our authority over your account(s) shall continue until our engagement is terminated. We offer investment management and wealth planning and consulting services as part of our standard Wealth Management and Planning Agreement. However, we may be engaged to provide wealth planning and consulting services on a separate fee basis. When we provide these services, we rely upon the information provided by the client for our financial analysis and do not verify any such information while providing this service. We also offer investment consulting/monitoring services, on a stand-alone basis, relative to those client assets that are not part of the investment assets for which we maintain discretionary or non-discretionary investment management authority. We do not limit the scope of our investment advisor services to proprietary products or a limited group or type of investment.

For more detailed information about our *Advisory Business* and the *Types of Clients* we generally service, please See Items 4 and 7, respectively in our [ADV Part 2A](#).

**QUESTIONS YOU SHOULD ASK THE 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?**

We provide our investment advisory services on a fee basis. When engaged to provide investment management services, we shall charge a fee calculated as a percentage of your assets under our management (our “AUM Fee”). Our annual AUM Fee ranges based on objective and subjective factors we discuss and agree on with you but does not generally exceed 1.50%. We do not require a minimum asset level or impose a minimum fee for investment management services.

We typically deduct our AUM Fee from one or more of your accounts, in advance, on a quarterly basis. Because our AUM Fee is calculated as a percentage of your assets under management, the more assets you have in your advisory account, the more you will pay us for our investment management services. Therefore, we have an incentive to encourage you to increase the assets maintained in accounts we manage.

We offer our wealth planning and consulting services on either a fixed fee basis, generally between \$2,000 and \$250,000, or on an hourly rate basis, from \$75 up to \$500. The fee for any subsequent work shall be agreed to prior to commencing the engagement.

The fee for our investment consulting/monitoring services is negotiated on a client-by-client basis.

**Other Fees and Costs:** Your investment assets will be held with a qualified custodian. Custodians generally charge brokerage commissions and/or transaction fees for effecting certain securities transactions. In addition, relative to all mutual fund and exchange traded fund purchases, certain charges will be imposed at the fund level (e.g., management fees and other fund expenses).

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 detailed information about our fees and costs related to our management of your account, please See Item 5 in our [ADV Part 2A](#).

## QUESTIONS YOU SHOULD ASK THE 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 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:

We may recommend a particular custodian to custody your assets, and we may receive support services and/or products from that same custodian, certain of which assist us to better monitor and service your account while a portion may be for the benefit of our firm.

When you are charged an asset-based fee, the more assets there are in your account, the more you will pay in fees. It will benefit us to recommend that clients increase the assets managed by us.

Waldron Private Wealth and a number of our firm's financial professionals are licensed insurance agents who sell insurance products for a commission. As a result, there is an incentive to recommend insurance products to you in order to receive additional income.

For more detailed information about our conflicts of interest, please review Items 5 and 10 of our [ADV Part 2A](#).

## QUESTIONS YOU SHOULD ASK THE FINANCIAL PROFESSIONAL

- 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 generally compensated on a salary basis. However, certain of our financial professionals, based upon their individual professional ability, may receive a semi-annual performance bonus. You should discuss your financial professional's compensation directly with your financial professional.

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

Yes. We encourage you to visit [www.investor.gov/crs](http://www.investor.gov/crs) to research our firm and our financial professionals.

## QUESTIONS YOU SHOULD ASK THE FINANCIAL PROFESSIONAL

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

## **ADDITIONAL INFORMATION**

You may also find information about our firm and your financial profession on the SEC's Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching CRD #131063. You may contact our Chief Compliance Officer at any time to request a current copy of your ADV Part 2A or our *relationship summary*. Our Chief Compliance Officer may be reached by phone: (412) 221-1005.

## QUESTIONS YOU SHOULD ASK THE FINANCIAL PROFESSIONAL

- Who is my primary contact person?
- Is he or she a representative of an investment adviser or broker-dealer?
- Who can I talk to if I have concerns about how this person is treating me?

<sup>i</sup> Statements in this summary (i) are required by SEC Form CRS, summary in nature and limited in substance and size by SEC Form CRS; (ii) relate only to our obligations under the Investment Advisers Act of 1940, (iii) do not create or modify any agreement, relationship or obligation between you and us or our financial professionals; and (iv) are subject to the more complete terms and conditions of our investment advisory agreements and disclosures (including Form ADV Part 2).