



WEALTH  
MANAGEMENT

**Form ADV Part 2A  
Item 1 – Cover Page**

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This Brochure provides information about the qualifications and business practices of Echo Wealth Management, LLC. If you have any questions about the contents of this brochure, please contact us at (763) 432-7875 or [Echo@echowm.com](mailto:Echo@echowm.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Registration as an investment adviser does not imply a certain level of skill or training.

Additional information about Echo Wealth Management, LLC is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by a unique identifying number, known as a CRD number. Our firm's CRD number is 174136.

## **Item 2 – Material Changes**

This Item of the Brochure will discuss only specific material changes that are made to the Brochure since the last update and provide clients with a summary of such changes. The last annual update of our Brochure was March 7, 2019.

We have the following changes to report since the last annual update of our Brochure:

1. As of 9/30/2019, our principal place of business moved to Suite N145 located at 3033 Campus Drive, Plymouth, MN 55441.
2. We are transitioning from registration as an investment adviser with the Minnesota Department of Commerce to the U.S. Securities and Exchange Commission.

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## **Item 4 - Advisory Business**

Echo Wealth Management, LLC (hereinafter “EWM” or “firm” or “we”) is an SEC-registered investment adviser with its principal place of business located in Minnesota. EWM is owned by Fang Echo Huang and has been providing comprehensive wealth management services since March 2015. EWM provides wealth management services including investment management services to individuals, high net worth individuals, trusts and foundations. As a registered investment adviser, EWM is held to the highest standard of client care – a fiduciary standard. As a fiduciary, EWM always puts clients’ interest first and must fully disclose any potential conflict of interest.

We offer the following advisory services to our clients:

### **INVESTMENT MANAGEMENT SERVICES**

Clients can engage EWM to manage all or a portion of their assets on a discretionary basis. We tailor investment management services to the individual needs of clients. We consult with clients initially and on an ongoing basis to determine the client’s individual objectives, risk tolerance, time horizon, and liquidity needs.

Clients are advised to promptly notify EWM if there are changes in their financial situation or investment objectives or if they wish to impose any reasonable restrictions upon EWM’s management services. Clients may impose reasonable restrictions or mandates on the management of their accounts (e.g. holding onto a certain stock longer or maintaining higher cash balance than usual) if, in EWM’s sole discretion, the conditions will not materially impact the performance of a portfolio strategy or prove overly burdensome to its management efforts.

Our investment recommendations are not limited to any specific product or service offered by a broker-dealer or insurance company and will generally include advice regarding the following securities: no-load mutual funds, exchange traded funds, individual fixed income securities, individual equity securities and/or option as well as the securities components of no-load variable annuities and variable life insurance contracts in accordance with the investment objectives of the client.

### **PENSION CONSULTING SERVICES**

EWM also provide advisory services to participant-directed retirement plans through third-party administration services, which are online bundled service providers offering an opportunity for plan sponsors to provide their participants with daily account access, valuation and investment education.

EWM will analyze the plan’s current investment platform and assist the plan in creating an investment policy statement defining the types of investments to be offered and the restrictions that may be imposed. We will recommend investment

options to achieve the plan's objectives, provide participant education meetings, and monitor the performance of the plan's investment vehicles.

EWM will recommend changes in the plan's investment vehicles as may be appropriate from time to time. We generally will review the plan's investment vehicles and investment policy as necessary.

We will continue to work with plans to monitor plan investments, provide fiduciary plan advice including regular considerations of the goals and objectives of the plan, and provide participant education services to the plan.

### **FINANCIAL PLANNING SERVICES**

We provide financial planning services. Financial planning is a comprehensive evaluation of a client's current and future financial state by using currently known variables to predict future cash flows, asset values and withdrawal plans. Through the financial planning process, all questions, information and analysis are considered as they impact and are impacted by the entire financial and life situation of the client. Clients purchasing this service receive a written report which provides the client with a detailed financial plan designed to assist the client achieve his or her financial goals and objectives. In addition, each client is given access to their personal financial homepage (called Echo Dashboard) that consolidates all account data every night in one secure location, accessible whenever desired from anywhere internet is available. Clients can see updated financial projections such as cash flow and balance sheet year by year any time, on their own time.

In general, the financial plan can address any or all of the following areas:

- **Cash Flow/Budget Planning:** We analyze the client's spending and help them plan for current and future years to increase savings for various goals.
- **Investment Planning:** We analyze the ownership and maintenance of any assets reflected on an individual's balance sheet as well as the appropriate investment management for the individual's portfolio of assets. This includes individual savings, managed investment accounts, qualified retirement plans, business ownerships, home ownership, stock options, and non-traditional assets.
- **Asset Protection:** This area covers wealth management strategies that intend to preserve an individual's wealth and protect it from potential risks. This consists primarily of various types of insurance: Life insurance, health insurance, disability insurance, long-term care insurance, property and casualty insurance.
- **Retirement Planning:** We analyze current strategies and investment plans to help the client achieve his or her retirement goals including retirement cash flow planning.
- **Tax Planning:** We mainly focus on creating strategies to help clients save income taxes based on their projected income in current and future years. We coordinate with your tax accountants to implement the tax strategies.

- **Estate Planning:** We assist the client in strategic planning for asset transfer at death as well as the tracking of any documents that may be relevant to an individual's estate. It also involves charitable planning and gifting strategies. This includes beneficiary designations, legal documents such as trusts and wills, and the assignment of legal representatives. We coordinate with estate attorneys to serve clients.
- **Employer Benefit Planning:** We analyze your employer's benefits including 401(k) plan, medical insurance, equity compensation (stock options, restricted stock awards), pension, and/or Deferred Compensation Plan to help you maximize the benefits. This may involve assistance in helping corporate executives in setting up 10b(5)-1 predetermined trading plan and stock option exercise strategies.
- **Education Planning:** We help clients establish education funding goals and analyze the funding methods including using 529 plans and other accounts.
- **Business Planning:** Once an entrepreneur's new business venture is up and running, a well-structured financial plan should be put in place to meet business and personal goals by incorporating cash flow, tax planning, compensation and benefits, risk management and exit strategy.

Typically the financial plan is presented to the client within six months of the contract date, provided that all information needed to prepare the financial plan has been promptly provided. Financial Planning recommendations are not limited to any specific product or service offered by a broker-dealer or insurance company. All recommendations are of a generic nature.

## **ASSETS UNDER MANAGEMENT**

As of November 2019, EWM was managing \$99,375,462 of client assets on a discretionary basis and \$1,481,197 of client assets on a non-discretionary basis.

### **Item 5 - Fees and Compensation**

#### **INVESTMENT MANAGEMENT SERVICES FEES**

In certain circumstances, all fees, account minimums and their applications to family or other circumstances may be negotiable. Individual accounts for immediate family members (such as husband, wife and dependent children) are aggregated, and the fee is charged based on the total value of all family members' accounts.

The specific manner in which fees are charged by EWM is established in a client's written investment management agreement with EWM. Generally, Investment Management clients will be invoiced in advance at the beginning of each calendar quarter based upon the value (market value based on independent third party sources or fair market value in the absence of market value; client account balances on which EWM calculates fees may vary from account custodial statements based on independent valuations and other accounting variances, including

mechanisms for including accrued interest in account statements) of the client's account at the end of the previous quarter. New accounts are charged a prorated fee for the remainder of the quarter in which the account is incepted and will not be billed until the next quarter.

Fees will be automatically deducted from your managed account unless other arrangements have been made in writing. Fees for 529 plans and Roth IRAs will be deducted from a Household non-retirement account. Client shall pay the investment advisory fee within ten (10) days following the end of the quarter being billed. EWM's fee for managing 529 plan assets will be deducted from a client's taxable account rather than the 529 account in order to avoid the deduction from being viewed as a taxable distribution from the account. If fees will be automatically deducted from a client's managed account, the client understands and acknowledges the following:

- a) Each time a fee is directly deducted from your account, we will concurrently send to your qualified custodian an invoice or statement of the amount of the fee to be deducted from your account;
- b) We will also concurrently send you an invoice or statement itemizing the fee, including the formula used to calculate the fee, the amount of assets under management the fee is based on, and the time period covered by the fee.
- c) Your independent custodian sends statements at least quarterly to you showing all disbursements for your account, including the amount of the advisory fees paid to us;
- d) You provide authorization permitting us to be directly paid by these terms.

For Pension Consulting Services, certain third party administrators will calculate and debit EWM's fee and remit such fee to EWM.

The annual fee for investment management services will be charged as a percentage of assets under management, according to the schedule below:

<b><u>Total Assets under Management</u></b>	<b><u>Annual Fee</u></b>
\$0 - \$1,000,000 .....	1.00%
Next \$2,000,000 .....	0.80%
Next \$7,000,000 .....	0.60%
Next \$5,000,000 .....	0.40%
\$15,000,001 plus .....	0.25%

We charge only against those assets we consider to be managed.

The fee schedule may be amended from time to time by EWM upon at least forty-five (45) days in advance written notice to client, subject to client's right to terminate the investment management agreement before an increased fee schedule takes effect upon at least thirty (30) days written notice to EWM.

For retirees, EWM typically requires a minimum account size or client relationship of \$1,000,000 for investment management services. Client household where the total

balance of all accounts is less than \$1,000,000 will be accepted only on a case by case basis based on certain criteria (for example, future earning capacity, anticipated future additional assets, related accounts, family relationships and pro bono work).

EWM may waive or reduce advisory fees and/or minimums for certain clients, such as charitable organizations or employees and members of their families. The client's Investment Management Agreement will outline the agreed upon fee.

### **PENSION CONSULTING FEES**

Our fees for Pension Consulting Services are based on a percentage of assets under advisement. The annual fee percentage ranges from 0.25% to 0.75% based on plan asset balances.

Fees are billed quarterly (or monthly based on the written agreement) in advance based upon the market value of the Plan assets on the last business day of the previous quarter and will be due the following business day. The initial fee will include both the quarterly in advance fee due for the initial Fee Period and an amount prorated for the number of days occurring from the effective date of the agreement to the end of the calendar quarter in which that effective date occurred. Thereafter, the fee will be based upon the market value of the Plan assets on the last business day of the previous fee period (without adjustment for anticipated withdrawals by Plan participants or other anticipated or scheduled transfers or distributions of assets) and will be due the following business day. Clients can elect to be billed directly or have their fees deducted directly from the Plan assets. For purposes of determining and calculating Fees, Plan assets are based on Included Assets.

If the agreement is terminated prior to the end of a fee period, EWM shall be entitled to a fee, prorated for the number of days in the fee period prior to the effective date of termination. Any prepaid, unearned fees will be refunded within fourteen (14) days to the client via check or return deposit back into the client's account.

### **FINANCIAL PLANNING FEES**

Our Financial Planning fees are calculated and charged on a fixed flat fee basis, typically ranging from \$2,500 to \$6,000 depending on the nature of the services to be provided and complexity of the client's circumstances. All fees are agreed upon prior to entering into a contract with any client.

We request a 100% fixed flat fee upon entering into the agreement. However, we will make an exception for younger clients (i.e., those clients who are in their 20s and 30s). Those clients may pay an initial set-up fee with the balance due to be paid on a monthly basis. Advance payment will never exceed \$1,200 for work that will not be completed within six months.



If the agreement is terminated prior to completing the financial plan, Echo Wealth Management, LLC shall be entitled to a fee based upon the percentage of work that has been completed. Any prepaid, unearned fees are refunded with a check mailed to the client within fourteen (14) days of terminating the agreement.

### **General Information**

***Limited Negotiability of Advisory Fees:*** Although Echo Wealth Management, LLC has established the aforementioned fee schedule(s), we retain the discretion to negotiate alternative fees on a client-by-client basis. Client facts, circumstances and needs are considered in determining the fee schedule. These include the complexity of the client, assets to be placed under management, anticipated future additional assets; related accounts; portfolio style, account composition, reports, among other factors. The specific annual fee schedule is identified in the contract between the adviser and each client.

We may group certain related client accounts for the purposes of achieving the minimum account size requirements and determining the annualized fee.

***Termination of the Advisory Relationship:*** A client agreement may be canceled at any time, by either party, for any reason upon receipt of 30 days written notice. As disclosed above, certain fees are paid in advance of services provided. Upon termination of any account, any prepaid, unearned fees will be refunded within fourteen (14) days.

***Mutual Fund Fees:*** All fees paid to Echo Wealth Management, LLC for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds and/or ETFs to their shareholders. These fees and expense are called expense ratios and are described in each fund's prospectus. These fees will generally include a management fee and other fund expenses. For example, an expense ratio of 0.40 means that the mutual fund company or ETF charges 0.40% per year for their services. Performance figures quoted by mutual fund companies in various publications are after their fees have been deducted.

***Additional Fees and Expenses:*** In addition to our advisory fees, clients are also responsible for the fees and expenses charged by custodians and imposed by broker dealers, including, but not limited to, any transaction charges imposed by a broker dealer with which an independent investment manager effects transactions for the client's account(s). Please refer to the "Brokerage Practices" section (Item 12) of this Form ADV for additional information.

***Grandfathering of Minimum Account Requirements:*** Pre-existing advisory clients are subject to Echo Wealth Management, LLC's minimum account requirements and advisory fees in effect at the time the client entered into the advisory relationship. Therefore, our firm's minimum account requirements may differ among clients.

***Advisory Fees in General:*** Clients should note that similar advisory services may (or may not) be available from other registered (or unregistered) investment advisers for similar or lower fees.

***Limited Prepayment of Fees:*** Under no circumstances do we require or solicit payment of fees in excess of \$1,200 more than six months in advance of services rendered.

## **Item 6 - Performance-Based Fees and Side-By-Side Management**

EWM does not charge performance-based fees.

## **Item 7 - Types of Clients**

EWM provides advisory services to individuals, trusts, estates, high net worth individuals, pension and profit sharing plans, charitable organizations and businesses.

As previously disclosed in Item 5, our firm has established certain initial minimum account requirements, based on the nature of the service(s) being provided. For a more detailed understanding of those requirements, please review the disclosures provided in each applicable service.

## **Item 8 - Methods of Analysis, Investment Strategies and Risk of Loss**

Our investment philosophy is based upon Modern Portfolio Theory (MPT). MPT states that assets should be selected on the basis of how they interact with one another, rather than how they perform in isolation. Capital markets are composed of many classes of securities, including stocks and bonds, both domestic and international. A group of securities with shared economic traits is commonly referred to as an asset class. There are several asset classes, all with average price movements, that are distinct from one another. According to MPT, investors can benefit by combining the different asset classes in a structured portfolio.

The goal of our evidence-based philosophy is to create a high likelihood of appropriate and desirable outcomes for clients. It also means that we actively and continuously seek opportunities to identify better methods for achieving this objective.

We tend to not chase investment returns, or move capital to “hot” sectors or assets. We focus on long-term results by allocating capital to areas of the market where we perceive the most attractive relative valuations and therefore the greatest potential returns.

Operating with a long-term perspective, we strive to avoid being reactive to market swings; our belief is that if we haven’t prepared for a sudden fluctuation, by the time it happens it’s too late to act in a meaningful way. We are committed to

educating and coaching clients to promote an understanding of the value of the longer time horizon.

The Investment Committee which is led by Echo Huang, CFA, CFP®, CPA, incorporates this approach into our portfolio construction process.

### **Investment Strategies**

We use the following strategies in managing client accounts, provided that such strategies are appropriate to the needs of the client and consistent with the client's investment objectives, risk tolerance, and time horizons, among other considerations:

- We typically incorporate 12-18 distinct asset classes when building portfolios. Our goal is to choose investments that offer good asset class diversification at a low price. We determine the amount to allocate to each asset class based upon each asset class' risk characteristics and the investment goal of the portfolio. We invest in mutual funds and exchange traded funds (ETFs) chosen based upon their diversification characteristics, internal expenses and tax efficiency. We often choose institutional funds (investments available only through an investment adviser) and investments that fall in the lowest quartile of expenses for their category.
- In addition to the ETFs using traditional indexing, we also include some smart beta strategy ETFs or institutional class mutual funds in the portfolios. Smart beta is a term for rules-based investment strategies that do not use conventional market-cap weightings. For example, Fundamental Weighting is an index construction methodology that uses indicators of company size (such as sales, cash flow, dividends, and book value) to select index holdings and set their weights. They are intended to give investors access to sources of potential additional return in their low cost passive portfolios.

We couple liquid alternatives with a passive low cost indexing approach. Liquid alternatives include equity alternatives and fixed income alternatives in mutual funds or ETFs structures with liquidity. Equity alternatives may include hedged equity funds, managed futures funds and options writing funds. Fixed income alternatives are included to reduce interest rate risk while broadening investment options. Examples are bank loans, non-traditional bonds, and interest rate hedged ETFs.

In specific situations, and when appropriate based on individual circumstances, EWM may also utilize other investment options, such as private investments, variable or immediate annuities (without getting paid commissions).

We use the following as sources of information and methods of analysis:

- Research materials prepared by other corporate rating services
- Riskalyze
- Morningstar
- Annual reports
- Prospectuses
- SEC filings
- Company press releases
- Financial newspapers and magazines
- Academic journals and articles
- Historical return information.

### **Risk of Loss**

Securities investments are not guaranteed and you may lose money on your investments. We will use our best judgment and good faith effort in rendering services to you. We cannot warrant or guarantee any particular level of account performances, or that an account will be profitable over time.

We attempt to manage risk in several ways:

- By designing our portfolios based on clients' time horizon and withdrawal needs
- By mixing stocks with bonds in order to lower volatility
- By investing in multiple asset classes that are not correlated to each other (i.e., asset classes that do not move up and down in tandem)
- By investing in highly diversified mutual funds and ETFs that provide access to a large number of investments within each asset class
- By investing in inflation protection bonds and highly rated corporate and government bonds
- By minimizing investment cost including taxes and internal fund expenses

**Investing in securities involves risk of loss that you should be prepared to bear. We ask that you work with us to help us understand your tolerance for risk.**

### **Item 9 - Disciplinary Information**

We are required to disclose any legal or disciplinary events that are material to a client's or prospective client's evaluation of our advisory business or the integrity of our management. Our firm and our management personnel have no reportable disciplinary events to disclose.

### **Item 10 - Other Financial Industry Activities and Affiliations**

The President of EWM, in her individual capacity, is an agent for various insurance companies. As such, she is able to receive separate, yet customary commission compensation resulting from implementing product transactions on behalf of advisory clients. Clients, however, are not under any obligation to engage her

when considering implementation of advisory recommendations. The implementation of any or all recommendations is solely at the discretion of the client. Clients should be aware that the receipt of additional compensation creates a conflict of interest that may impair objectivity when making advisory recommendations. EWM endeavors at all times to put the interest of its clients first as part of our fiduciary duty as a registered investment adviser; we take the following steps to address this conflict:

- we disclose to clients the existence of all material conflicts of interest, including the potential for our firm and our employees to earn compensation from advisory clients in addition to our firm's advisory fees;
- we disclose to clients that they are not obligated to purchase recommended investment products from our employees or affiliated companies;
- we collect, maintain and document accurate, complete and relevant client background information, including the client's financial goals, objectives and risk tolerance;
- we conduct regular reviews of each client account to verify that all recommendations made to a client are suitable to the client's needs and circumstances;
- we require that our employees seek prior approval of any outside employment activity so that we may ensure that any conflicts of interests in such activities are properly addressed;
- we periodically monitor these outside employment activities to verify that any conflicts of interest continue to be properly addressed by our firm; and
- we educate our employees regarding the responsibilities of a fiduciary, including the need for having a reasonable and independent basis for the investment advice provided to clients.

### **Item 11 - Code of Ethics, Participation or Interest in Client Transactions and Personal Trading**

All Echo Wealth Management, LLC services are delivered in accordance with the following standard of care:

- Put the client's best interests first.
- Act with due care and in utmost good faith.
- Do not mislead the client.
- Provide full and fair disclosure of all material facts.
- Disclose and fairly manage all material conflicts of interest.

**Code of Ethics and Professional Responsibility.** Echo Wealth Management, LLC is adopting the CFP® Board *Code of Ethics*. The Code of Ethics Principles form the basis of the *Rules of Conduct*, *Practice Standards* and *Disciplinary Rules*, and these documents together reflect our responsibilities to the public, clients, colleagues and employers.

**Principle 1 - Integrity:** Provide professional services with integrity. *Integrity demands honesty and candor which must not be subordinated to personal gain and advantage. Echo Wealth Management, LLC is placed in positions of trust by the client and the ultimate source of that trust is integrity. Allowance can be made for innocent error and legitimate differences of opinion, but integrity cannot co-exist with deceit or subordination of one's principles.*

**Principle 2 - Objectivity:** Provide professional services objectively. *Objectivity requires intellectual honesty and impartiality. Regardless of the particular services rendered or the capacity in which Echo Wealth Management, LLC functions, it should protect the integrity of its work, maintain objectivity and avoid subordination of judgment.*

**Principle 3 - Competence:** Maintain the knowledge and skill necessary to provide professional services competently. *Competence means attaining and maintaining an adequate level of knowledge and skill, and application of that knowledge and skill in providing services to the client. Competence also includes the wisdom to recognize the limitations of that knowledge and when consultation with other professionals is appropriate or referral to other professionals necessary. Echo Wealth Management, LLC makes a continuing commitment to learning and professional improvement.*

**Principle 4 - Fairness:** Be fair and reasonable in all professional relationships. Disclose conflicts of interest. *Fairness requires impartiality, intellectual honesty and disclosure of material conflicts of interest. It involves a subordination of one's own feelings, prejudices and desires so as to achieve a proper balance of conflicting interests. Fairness is treating others in the same fashion that you would want to be treated.*

Our firm and/or individuals associated with our firm may buy or sell for their personal accounts securities identical to or different from those recommended to our clients. It is the expressed policy of Echo Wealth Management, LLC that no person employed by us may purchase or sell any security that is being purchased or sold for a client's account prior to the client's purchase or sale being implemented, thereby preventing such employee(s) from benefiting from transactions placed on behalf of advisory accounts.

**Principle 5 - Confidentiality:** Protect the confidentiality of all client information. *Confidentiality means ensuring that information is accessible only to those authorized to have access. A relationship of trust and confidence with the client can only be built upon the understanding that the client's information will remain confidential.*

**Principle 6 - Professionalism:** Act in a manner that demonstrates exemplary professional conduct. *Professionalism requires behaving with dignity and courtesy to the clients, fellow professionals, and others in business-related activities. Echo Wealth Management, LLC cooperates with others to enhance and maintain its public image and improve the quality of services.*

**Principle 7 - Diligence:** Provide professional services diligently. *Diligence is the provision of services in a reasonably prompt and thorough manner, including the proper planning for, and supervision of, the rendering of professional services.*

A copy of our Code of Ethics is available to our advisory clients and prospective clients. You may request a copy by email sent to [echo@echowm.com](mailto:echo@echowm.com) or by calling us at (763) 432-7875.

## **Item 12 - Brokerage Practices**

EWM will endeavor to select brokers/custodians which will provide the best services at the lowest possible cost. They are selected based on their respective financial strength, reputation, ability to provide professional services, competitive commission rates and prices, research, trading platform, and other services.

As EWM will not request the discretionary authority to determine the broker-dealer to be used or the commission rates to be paid when implementing client securities transactions, clients must direct EWM as to the broker-dealer to be used. In directing the use of a particular broker-dealer, it should be understood that EWM will not have the authority to negotiate commissions among various brokers or obtain volume discounts, and best execution may not be achieved. Not all investment advisers require clients to direct the use of specific brokers.

EWM does not have any affiliation with product sales firms. EWM will likely suggest that clients use one of the firms described below as broker and custodian for their assets.

### **Charles Schwab & Co., Inc.**

EWM may recommend that clients establish brokerage accounts with the Schwab Institutional division of Charles Schwab & Co., Inc. ("Schwab"), a FINRA registered broker-dealer, member SIPC, to maintain custody of clients' assets and to effect trades for their accounts. Although we recommend that clients establish accounts at Schwab, it is the client's decision to custody assets with Schwab. EWM is independently owned and operated and not affiliated with Schwab.

Schwab provides EWM with access to its institutional trading and custody services, which are typically not available to Schwab retail investors. These services generally are available to independent investment advisers on an unsolicited basis, at no charge to them so long as a total of at least \$10 million of the adviser's clients' assets are maintained in accounts at Schwab Institutional. These services are contingent upon our firm committing to Schwab any specific amount of business (assets in custody or trading commissions). Schwab's brokerage services include the execution of securities transactions, custody, research, and access to mutual funds and other investments that are otherwise generally available only to institutional investors or would require a significantly higher minimum initial investment.



For our client accounts maintained in its custody, Schwab generally does not charge separately for custody services but is compensated by account holders through commissions and other transaction-related or asset-based fees for securities trades that are executed through Schwab or that settle into Schwab accounts.

Schwab Institutional also makes available to our firm other products and services that benefit EWM but may not directly benefit our clients' accounts. Many of these products and services may be used to service all or some substantial number of our client accounts, including accounts not maintained at Schwab.

Schwab's products and services that assist us in managing and administering our clients' accounts include software and other technology that:

- provide access to client account data (such as trade confirmations and account statements);
- facilitate trade execution and allocate aggregated trade orders for multiple client accounts;
- provide research, pricing and other market data;
- facilitate payment of our fees from clients' accounts; and
- assist with back-office functions, recordkeeping and client reporting.

Schwab Institutional also offers other services intended to help us manage and further develop our business enterprise. These services may include:

- compliance, legal and business consulting;
- publications and conferences on practice management and business succession; and
- access to employee benefits providers, human capital consultants and insurance providers.

Schwab may make available, arrange and/or pay third-party vendors for the types of services rendered to EWM. Schwab Institutional may discount or waive fees it would otherwise charge for some of these services or pay all or a part of the fees of a third-party providing these services to our firm. Schwab Institutional may also provide other benefits such as educational events or occasional business entertainment of our personnel. In evaluating whether to recommend or require that clients custody their assets at Schwab, we may take into account the availability of some of the foregoing products and services and other arrangements as part of the total mix of factors we consider and not solely on the nature, cost or quality of custody and brokerage services provided by Schwab, which may create a potential conflict of interest.

### **TD Ameritrade**

EWM may recommend that clients establish brokerage accounts to participate in the institutional advisor program (the "Program") offered by TD Ameritrade Institutional, a division of TD Ameritrade Inc. Member FINRA/SIPC ("TD Ameritrade"), an unaffiliated SEC-registered broker-dealer and FINRA member. Note: TD



Ameritrade is in the process of being acquired by Schwab. It is anticipated that the acquisition will be closed in the second half of the year 2020, and accounts at TD Ameritrade will be integrated with Schwab.

### **Block Trading**

EWM will block trades where possible and when advantageous to clients. This blocking of trades permits the trading of aggregate blocks of securities composed of assets from multiple client accounts, so long as transaction costs are shared equally and on a pro-rated basis between all accounts included in any such block.

Block trading may allow us to execute equity trades in a more timely, equitable manner at an average share price. EWM will typically aggregate trades among clients whose accounts can be traded at a given broker, and generally will rotate or vary the order of brokers through which it places trades for clients on any particular day. EWM's block trading policy and procedures are as follows:

- 1) Transactions for any client account may not be aggregated for execution if the practice is prohibited by or inconsistent with the client's advisory agreement with EWM or our firm's order allocation policy.
- 2) The trading desk in concert with the portfolio manager must determine that the purchase or sale of the particular security involved is appropriate for the client and consistent with the client's investment objectives and with any investment guidelines or restrictions applicable to the client's account.
- 3) The portfolio manager must reasonably believe that the order aggregation will benefit, and will enable EWM to seek best execution for each client participating in the aggregated order. This requires a good faith judgment at the time the order is placed for the execution. It does not mean that the determination made in advance of the transaction must always prove to have been correct in the light of a "20-20 hindsight" perspective. Best execution includes the duty to seek the best quality of execution, as well as the best net price.
- 4) Prior to entry of an aggregated order, a written order ticket must be completed which identifies each client account participating in the order and the proposed allocation of the order, upon completion, to those clients.
- 5) If the order cannot be executed in full at the same price or time, the securities actually purchased or sold by the close of each business day must be allocated pro rata among the participating client accounts in accordance with the initial order ticket or other written statement of allocation. However, adjustments to this pro rata allocation may be made to participating client accounts in accordance with the initial order ticket or other written statement of allocation. Furthermore, adjustments to this pro rata allocation may be made to avoid having odd amounts of shares held in any client account, or to avoid excessive ticket charges in smaller accounts.
- 6) Generally, each client that participates in the aggregated order must do so at the average price for all separate transactions made to fill the order, and must share in the commissions on a pro rata basis in proportion to the client's participation. Under the client's agreement with the custodian,

transaction costs may be based on the number of shares traded for each client.

- 7) If the order will be allocated in a manner other than that stated in the initial statement of allocation, a written explanation of the change must be provided to and approved by the Chief Compliance Officer no later than the morning following the execution of the aggregate trade.
- 8) EWM client account records separately reflect, for each account in which the aggregated transaction occurred, the securities which are held by, and bought and sold for, that account.
- 9) Funds and securities for aggregated orders are clearly identified on EWM's records and to the custodians or other intermediaries handling the transactions, by the appropriate account numbers for each participating client.
- 10) No client or account will be favored over another.

### **Soft Dollars**

EWM currently does not maintain any arrangements with broker-dealers or third parties for "soft dollar benefits" in connection with client securities transactions.

### **Item 13 - Review of Accounts**

#### **INVESTMENT MANAGEMENT SERVICE**

**REVIEWS:** While the underlying securities within Individual Portfolio Management Services accounts are continually monitored, these accounts are generally formally reviewed quarterly by Fang Echo Huang, President. The review process contains each of the following elements:

1. Assessing client goals and objectives;
2. Evaluating the employed strategy(ies);
3. Monitoring the portfolio(s); and
4. Addressing the need to rebalance.

Meetings with clients to review their accounts will be conducted in person or using Zoom Video/Facetime at least annually. During this meeting, we will review the client's investment policy statement, risk profile, and discuss the re-balancing of each client's account(s). On an ongoing basis, we will answer clients' inquiries regarding their accounts and review periodically with clients the performance of their accounts. More frequent reviews may be triggered by material changes in variables such as the client's individual circumstances, or the market, political, securities' prices or economic environment.

**REPORTS:** In addition to the monthly statements and confirmations of transactions that clients receive from their custodian, we provide quarterly reports summarizing account performance, balances and holdings.

## **PENSION CONSULTING SERVICES**

**REVIEWS:** EWM will review the client's Investment Policy Statement (IPS) whenever the client advises us of a change in circumstances regarding the needs of the plan. EWM will also review the investment options of the plan according to the agreed upon time intervals established in the IPS. Such reviews will generally occur annually. These accounts are reviewed by Fang Echo Huang, President.

**REPORTS:** EWM will provide reports to Pension Consulting Services clients based on the terms set forth in the client's Investment Policy Statement (IPS).

## **FINANCIAL PLANNING SERVICES**

**REVIEWS:** We encourage clients to renew financial planning contracts annually in order for them to maintain online access to their personalized financial planning homepage (Echo Dashboard) which provides aggregated account balances daily, projected cash flow and balance sheet. Clients' financial goals and progress are reviewed against previous financial plans. The renewal financial planning fees are generally 50% less than that of the first year financial plan if clients have implemented most of the recommendations in the first year. Clients sign a financial planning contract each year in order to receive proactive and ongoing advice relating to planning such as exercising stock options, making deferral elections and setting up 10b(5)-1 predetermined trading plans. Future annual planning fees can be waived in EWM's discretion for clients who pay minimum investment management fees of \$20,000.

**REPORTS:** Financial Planning clients will receive a completed written financial plan and access to Echo Dashboard. Additional reports will not typically be provided unless otherwise contracted for.

### **Item 14 - Client Referrals and Other Compensation**

It is Echo Wealth Management, LLC's policy not to engage solicitors or to pay related or non-related persons for referring potential clients to our firm.

### **Item 15 - Custody**

We previously disclosed in the "Fees and Compensation" section (Item 5) of this Brochure that our firm directly debits advisory fees from client accounts.

As part of this billing process, the client's custodian is advised of the amount of the fee to be deducted from that client's account. On a monthly or quarterly basis, the custodian is required to send to the client a statement showing all transactions within the account during the reporting period. Because the custodian does not calculate the amount of the fee to be deducted, it is important for clients to carefully review their custodial statements to verify the accuracy of the calculation, among other things. Clients should contact us directly if they believe that there may be an error in their statement.

In addition to the periodic statements that clients receive directly from their custodians, we also send quarterly account statements directly to our clients on a quarterly basis. We urge our clients to carefully compare the information provided on these statements to ensure that all account transactions, holdings and values are correct and current.

### **Item 16 - Investment Discretion**

Clients may hire us to provide discretionary asset management services, in which case we place trades in a client's account without contacting the client prior to each trade to obtain the client's permission. Our discretionary authority includes the ability to do the following without contacting the client:

- determine the security to buy or sell; and/or
- determine the amount of the security to buy or sell

Clients give us discretionary authority when they sign a discretionary agreement with our firm and may limit this authority by giving us written instructions. Clients may also change/amend such limitations by once again providing us with written instructions.

### **Item 17 - Voting Client Securities**

As a matter of firm policy, we do not vote proxies on behalf of clients. Therefore, although our firm may provide investment advisory services relative to client investment assets, clients maintain exclusive responsibility for: (1) directing the manner in which proxies solicited by issuers of securities beneficially owned by the client shall be voted, and (2) making all elections relative to any mergers, acquisitions, tender offers, bankruptcy proceedings or other type events pertaining to the client's investment assets. Clients are responsible for instructing each custodian of the assets, to forward to the client copies of all proxies and shareholder communications relating to the client's investment assets.

We do not offer any consulting assistance regarding proxy issues to clients.

### **Item 18 - Financial Information**

EWM has no financial circumstance that would impair our ability to meet contractual and fiduciary commitments to clients, and we have never been the subject of a bankruptcy proceeding. Under no circumstances do we require or solicit payment of fees in excess of \$1,200 per client more than six months in advance of services rendered. Therefore, we are not required to include a financial statement.



WEALTH  
MANAGEMENT

Form ADV Part 2B

**Fang Echo Huang, CFA, CFP®, CPA**

**Echo Wealth Management, LLC**

3033 Campus Drive, Suite N145

Plymouth, MN 55441

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Web Address: [www.EchoWealthManagement.com](http://www.EchoWealthManagement.com)

November 27, 2019

This brochure supplement provides information about Fang Echo Huang that supplements the Echo Wealth Management, LLC Firm Brochure. You should have received a copy of that brochure. Please contact Fang Echo Huang if you did not receive Echo Wealth Management, LLC's Firm Brochure or if you have any questions about the contents of this Brochure Supplement.

Additional information about Fang Echo Huang is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by a unique identifying number, known as a CRD number. The CRD number for Fang Echo Huang is 2979581.

[www.echowealthmanagement.com](http://www.echowealthmanagement.com)

## **Item 2 - Educational Background and Business Experience**

Ms. Fang Echo Huang, CFA, CFP®, CPA

*Year of Birth:* 1971

### **Education:**

- Chartered Financial Analyst, CFA Institute, 2016
- College for Financial Planning, Denver, CO; CFP Program; attended in 2000; granted CFP® designation in 2001
- Winona State University, Winona, MN; B.S. with a major in Accounting; graduated summa cum laude in 1995
- Attended University of Idaho, Moscow, ID; Studied Finance; 01/1992-12/1992
- Shenzhen School of Business and Economics, Shenzhen, China, Accounting Diploma, 1988

### **Professional Designations:**

#### **Certified Public Accountant, 1996**

In order to become a CPA in the United States, the candidate must sit for and pass the Uniform Certified Public Accountant Examination, which is set by the American Institute of Certified Public Accountants and administered by the National Association of State Boards of Accountancy.

Eligibility to sit for the Uniform CPA Exam is determined by individual State Boards of Accountancy. Typically the requirement is a U.S. bachelor's degree which includes a minimum number of qualifying credit hours in accounting and business administration with an additional 1 year study. All CPA candidates must pass the Uniform CPA Examination to qualify for a CPA certificate and license (i.e., permit to practice) to practice public accounting.

CPAs are required to take continuing education courses in order to renew their license. Requirements vary by state. The vast majority of states require 120 hours of CPE every 3 years with a minimum of 20 hours per calendar year. The requirement can be fulfilled through attending live seminars, webcast seminars, or through self-study (textbooks, videos, online courses, all of which require a test to receive credit). As part of the CPE requirement, most states require their CPAs to take an ethics course during every renewal period. Ethics requirements vary by state, and the courses range from 2-8 hours.

#### **Certified Financial Planner™ (CFP®), 2001**

Issued by: Certified Financial Planner Board of Standards, Inc. ([www.cfp.net](http://www.cfp.net))

Prerequisites/Experience Required: Candidate must meet the following requirements:

- A bachelor's degree (or higher) from an accredited college or university, and
- 3 years of full-time personal financial planning experience

Education Requirements: Candidate must complete a CFP-board registered program, or hold one of the following:

- CPA
- ChFC
- Chartered Life Underwriter (CLU)
- CFA
- Ph.D. in business or economics
- Doctor of Business Administration
- Attorney's License

Examination Type: 10-hour CFP® Certification Examination

Continuing Education/Experience Requirements: 30 hours every 2-years

### **Chartered Financial Analyst® (CFA), 2016**

This designation is offered by the CFA Institute. To obtain the CFA charter, candidates must successfully complete all three exam levels of the CFA Program and gain at least 48 months of acceptable professional work experience in the investment decision-making process, among other requirements. In passing these exams, candidates demonstrate their competence, integrity and extensive knowledge in accounting, ethical and professional standards, economics, portfolio management and security analysis.

### **Business Background:**

Ms. Huang has over twenty-four years of experience and expertise in the business and financial services industries. She worked for the Bank of China in Shenzhen, China prior to coming to the U.S. in 1992 to study Finance and Accounting. After passing the CPA exam in 1996, she worked for KPMG as Senior Tax Specialist in the Personal Financial Planning Group, Minneapolis where she worked closely with corporate executives in stock options strategies, tax planning and tax returns preparation. In 2000, she changed her career from tax CPA to financial advisor to provide financial counseling to many business owners. Over the years, she gained extensive knowledge and wisdom working as a senior financial advisor, branch manager, business owner at notable, various sized companies in the Twin Cities. Her business background also include working with Thomson Reuters (formerly West Publishing Company), RSM McGladrey and LPL Financial. Ms. Huang's advisory business offers wealth management services to individuals and families with a special focus on wealth management for corporate executives and business owners.

- Echo Wealth Management, LLC, Managing Member, 12/2014 – Present

- The Advocate Group, LLC, Financial Advisor, Partner, 04/2011 – 02/2015
- TAG Financial Services, Inc. (formerly The Advocate Group, Inc.), Owner, 11/2005 – 02/2015
- LPL Financial LLC, Registered Representative, 11/2005 – 02/2015
- LPL Financial LLC, Financial Advisor, 03/2003 – 11/2005

### **Item 3 - Disciplinary Information**

Ms. Huang has no history of any disciplinary events.

### **Item 4 - Other Business Activities**

Ms. Huang is an agent for various insurance companies. As such, she is able to receive separate, yet customary commission compensation resulting from implementing product transactions on behalf of advisory clients. Clients, however, are not under any obligation to engage her when considering implementation of advisory recommendations. The implementation of any or all recommendations is solely at the discretion of the client.

Clients should be aware that the receipt of additional compensation by EWM and Ms. Huang creates a conflict of interest that may impair the objectivity of our firm and Ms. Huang when making advisory recommendations. Clients are not under any obligation to engage Ms. Huang when considering implementation of advisory recommendations. The implementation of any or all recommendations is solely at the discretion of the client. EWM endeavors at all times to put the interest of its clients first as part of our fiduciary duty as a registered investment adviser; we take the following steps to address this conflict:

- we disclose to clients the existence of all material conflicts of interest, including the potential for our firm and our employees to earn compensation from advisory clients in addition to our firm's advisory fees;
- we disclose to clients that they are not obligated to purchase recommended investment products from our employees or affiliated companies;
- we collect, maintain and document accurate, complete and relevant client background information, including the client's financial goals, objectives and risk tolerance;
- we conduct regular reviews of each client account to verify that all recommendations made to a client are suitable to the client's needs and circumstances;
- we require that our employees seek prior approval of any outside employment activity so that we may ensure that any conflicts of interests in such activities are properly addressed;
- we periodically monitor these outside employment activities to verify that any conflicts of interest continue to be properly addressed by our firm; and
- we educate our employees regarding the responsibilities of a fiduciary, including the need for having a reasonable and independent basis for the investment advice provided to clients.



### **Item 5 - Additional Compensation**

Ms. Huang does not receive any additional compensation from third parties for providing investment advice to clients and does not compensate anyone for client referrals.

### **Item 6 - Supervision**

As Managing Member and Chief Compliance Officer, Fang Echo Huang is responsible for the supervision and monitoring of all investment advice offered to advisory clients of Echo Wealth Management, LLC. She can be reached at (763) 432-7875. Ms. Huang will oversee all material investment policy changes and conduct periodic testing to ensure that client objectives and mandates are being met.



WEALTH  
MANAGEMENT

Form ADV Part 2B

**Tyler Lodahl, CFP®**

**Echo Wealth Management, LLC**

3033 Campus Drive, Suite N145

Plymouth, MN 55441

Telephone: (763) 432-7875

E-mail: [tyler@echowm.com](mailto:tyler@echowm.com)

Web Address: [www.EchoWealthManagement.com](http://www.EchoWealthManagement.com)

November 27, 2019

This brochure supplement provides information about Tyler Lodahl that supplements the Echo Wealth Management, LLC Firm Brochure. You should have received a copy of that brochure. Please contact Tyler Lodahl if you did not receive Echo Wealth Management, LLC's Firm Brochure or if you have any questions about the contents of this Brochure Supplement.

Additional information about Tyler Lodahl is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by a unique identifying number, known as a CRD number. The CRD number for Tyler Lodahl is 7186289.

[www.echowealthmanagement.com](http://www.echowealthmanagement.com)

## **Item 2 - Educational Background and Business Experience**

Tyler Daniel Lodahl, CFP®

*Year of Birth:* 1992

### **Education:**

- Bachelor of Science in Personal Finance and Spanish, University of Wisconsin – Madison, 2016

### **Professional Designations:**

#### **Certified Financial Planner™ (CFP®), 2018**

Issued by: Certified Financial Planner Board of Standards, Inc. ([www.cfp.net](http://www.cfp.net))

Prerequisites/Experience Required: Candidate must meet the following requirements:

- A bachelor's degree (or higher) from an accredited college or university, and
- 3 years of full-time personal financial planning experience

Education Requirements: Candidate must complete a CFP-board registered program, or hold one of the following:

- CPA
- ChFC
- Chartered Life Underwriter (CLU)
- CFA
- Ph.D. in business or economics
- Doctor of Business Administration
- Attorney's License

Examination Type: 10-hour CFP® Certification Examination

Continuing Education/Experience Requirements: 30 hours every 2-years

### **Business Background:**

- Echo Wealth Management, LLC, Associate Wealth Manager, 07/2016 – Present
- UW-Madison School of Human Ecology, Peer Educator, 01-2016 – 05/2016; 09/2014 – 12/2014
- Hampton Inn and Suites, Guest Services, 09/2015 – 12/2015; 09/2014 – 12/2014
- First Fiduciary Corporation, Case Manager Intern, 05/2015 – 08/2015

### **Item 3 - Disciplinary Information**

Mr. Lodahl has no history of any disciplinary events.

### **Item 4 - Other Business Activities**

Mr. Lodahl is not involved with any other business activities.

### **Item 5 - Additional Compensation**

Mr. Lodahl does not receive any additional compensation from third parties for providing investment advice to clients and does not compensate anyone for client referrals.

### **Item 6 - Supervision**

As Managing Member and Chief Compliance Officer, Echo Huang is responsible for the supervision and monitoring of all investment advice offered to advisory clients of Echo Wealth Management, LLC. She can be reached at (763) 432-7875. Ms. Huang will oversee all material investment policy changes and conduct periodic testing to ensure that client objectives and mandates are being met.