



## Relationship Summary

Echo Wealth Management, LLC (referred to as “we” or “us”) is registered with the U.S. Securities and Exchange Commission (SEC) as an investment adviser. Investment advisory services and fees differ from brokerage services and fees, and it’s important for you to understand the differences. We only provide investment advisory services. 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.

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

**Investment Management Services:** For individuals and families, when you engage us in investment management services, we monitor your investments on an ongoing basis and offer continuous advice regarding the investment of your funds based on your investment goals. We generally provide advice on no-load mutual funds, ETFs, individual fixed income securities, individual equity securities, no-load variable annuities and variable life insurance contracts. Your custodian may limit the types of investments available to you, although this is unlikely.

When managing your portfolio, you’ll grant us discretion to buy and sell investments in your account without asking for your approval of the transaction in advance. You may limit our discretion, such as imposing reasonable restrictions on investing in certain securities or industry sectors.

In addition, we offer financial planning services including cash flow planning, retirement planning, asset allocation, insurance review, tax and estate planning.

More information about our advisory services can be found in our [Firm Brochure](#). If viewing a paper version of this form, please visit <https://adviserinfo.sec.gov/firm/brochure/174136> for a link to this document.

#### ▶ 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 these qualifications mean?**
  - ▶ Our Professionals have at least one of these three designations: CFA, CFP®, CPA or in the process of obtaining CFP®.
  - ▶ The Principal has over two decades of wealth management experience.
  - ▶ The Principal has six years of public and private accounting experience.

### What fees will I pay?

▶ For investment management services, we typically require a minimum account size or combined household assets of \$1,000,000 for retirees. We charge an ongoing quarterly fee, which is a percentage of the value of your account. You pay this fee even if you don’t buy or sell investments. While the annual fee rate decreases when you invest over \$1 million, the more assets you have in your account, the more you’ll pay us in dollars. This creates an incentive for us to encourage you to increase your account size, including by transferring or rolling over assets from other accounts. ▶ **First Year Planning Fees:** We charge a fixed flat fee typically ranging from \$2,500-\$6,000 for financial planning services depending on the complexity of your circumstances. If we also manage your investments, the financial planning fee will be discounted after the first year of service or could be waived entirely depending on the management fees you paid in the past 12 months.

#### **Other Fees and Costs**

Depending on the type of account and/or type of investment purchased, you may pay a transaction fee to the custodian when we buy and sell an institutional class mutual fund for you. TD Ameritrade and Charles Schwab no longer charge commissions on individual stocks and ETFs. In addition to the quarterly fee, you may also incur charges for management and operating expenses of mutual funds and ETFs, wire transfer fees, and interest charges on margin loans or securities backed lines of credit. We do not receive any portion of these fees.



**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. We invest 100% of your assets for which you will pay us quarterly a percentage of the value of your account. We do not receive any fees from investment product vendors. The rate of return for your investments on your quarterly statements are net of fees and expenses. Because we use mostly low-cost ETFs and individual securities, the average client portfolio's expense ratio is 0.30%.

**▶ QUESTION TO ASK US:**

- **What will my portfolio's average range of built-in fees and expenses cost?**

More information about advisory fees can be found in our [Firm Brochure Item 5](#). If viewing a paper version of this form, please visit <https://adviserinfo.sec.gov/firm/brochure/174136> for a link to this document.

**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?**

*As a fiduciary, 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:* ▶ The more assets in your account, the more you will pay in fees, and we may therefore have an incentive to encourage you to increase the assets in your account; ▶ If we recommend that you roll over your retirement plan assets into an account to be managed by us, we will earn an advisory fee on the rolled over assets.

**▶ QUESTION TO ASK US:**

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

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**How do your financial professionals make money?**

Our Professionals receive a salary plus a bonus based on meeting target goals. Receiving a bonus based on business development creates an incentive for our Professionals to encourage you to increase your investment account size. Our firm's Principal also receives customary commissions from insurance sales in her separate capacity as a licensed insurance agent. You are not obligated to use her insurance service. Our Professionals are legally required to act in your best interest and not put their interests ahead of your own. We have systems in place to mitigate conflicts of interest, including systems to review whether a recommendation is in your best interest.

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

No. Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research our firm and our financial professionals.

**▶ QUESTION TO ASK US:**

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

**Additional Information**

Echo Wealth Management, LLC is an independent fee-based investment adviser. Our firm is not a broker-dealer and none of our financial professionals are representatives of a broker-dealer. Therefore, we do not provide brokerage services and do not receive any commissions or compensation from any investment product vendors. Additional information about our firm 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), and at <https://www.echowealthmanagement.com/> and by calling (763) 432-7875.

**▶ QUESTION 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?**

