



Bay Harbor Wealth Management, LLC

Bay Harbor Wealth Management, LLC is an investment adviser registered with the Securities and Exchange Commission. We provide investment advisory services. Brokerage and investment advisory services and fees differ and it is important for you to understand the differences. 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?

Asset Management Services: We primarily provide direct asset management services. We create a portfolio tailored to your specific needs, potentially including individual stocks, bonds, exchange traded funds (“ETFs”), options, mutual funds and other securities or investments. Portfolios are continuously and regularly monitored, and rebalanced based upon your individual needs, as part of our standard asset management services.

We may utilize the services of various third-party managers, platform providers or sub-advisers (collectively, “sub-advisers”) to aid in the implementation of your investment portfolio. One such sub-adviser is AssetMark, LLC (“AssetMark”). We do not sponsor any wrap fee programs, although we may participate in AssetMark’s wrap fee program by recommending it to our clients. If we recommend a sub-adviser to you, you will receive a Form ADV 2A or Appendix 1 Brochure from that sub-adviser.

We provide asset management services on a discretionary basis. You grant our firm discretion by signing our investment advisory agreement. With discretion we are authorized to execute transactions on your behalf without consulting with you first. You may impose limitations on this discretion in writing with our acknowledgement. We generally require a minimum liquid net worth of \$500,000 for our asset management services, which is negotiable. Furthermore, advisory fees are generally waived for accounts managed directly by our firm with total assets valued less than \$1,000 at the time of billing.

Financial Planning & Consulting Services: We provide stand-alone financial planning and consulting services. These services will typically involve preparing a financial plan or rendering financial consultation for you based on your financial goals and objectives. [For more detailed information about our services, please see Items 4, 7, 8 and 16 of our Form ADV 2A Brochure.](#)

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?

Asset Management Services: Your exact Advisory Fee will be outlined in the Investment Advisory Agreement signed by you and our firm. The total annual advisory fee we charge for asset management services (“Advisory Fee”) is negotiable. We will not charge a client a fee exceeding 1.75% of total assets under management. Unless otherwise agreed by you in a separate agreement, all fees paid to sub-advisers are included in the Advisory Fee and will be paid by our firm. Advisory Fees are billed on a pro-rata basis quarterly in advance based on the value of your account(s) on the last day of the previous quarter.

In addition to the fees described above, unless you participate in AssetMark’s wrap fee program, you are responsible for any transaction charges imposed by the custodian for trades executed in your accounts. Some of these transaction charges may be waived by the custodian under certain circumstances, as further described in our [Form ADV 2A Brochure](#). For accounts in AssetMark’s wrap fee program, the client’s Advisory Fee includes most transaction charges imposed by the custodian. You may incur additional custodial fees or charges in certain circumstances. You will also typically pay charges imposed directly by a mutual fund, index fund, or exchange traded fund, which shall be disclosed in the fund’s prospectus (i.e., fund management fees, initial or deferred sales charges, mutual fund sales loads, 12b-1 fees, surrender charges, variable annuity fees, IRA and qualified retirement plan fees, and other fund expenses). We do not receive a portion of these fees.

Our fees create conflicts of interest. For example, we have negotiated sub-advisory fees that are lower than their published fees in most cases. However, these lower fees are not available if the total of our overall assets managed by these sub-advisers falls below certain levels. This creates an incentive to recommend these sub-advisers, which presents a conflict of interest. Furthermore, our receipt of an asset-based fee presents a conflict of interest. This is because the more assets there

are in the client's account, the more the client will pay in fees. Therefore, we have an incentive to encourage clients to increase the assets in their accounts. [For a more thorough discussion of our fees, conflicts of interest relating to our fees and how we address them, please see Item 5 of our Form ADV 2A Brochure.](#)

Financial Planning & Consulting Services: For clients who have entered into a Financial Planning Agreement with our firm, our financial planning and consulting services are provided on an hourly or flat fee basis. The total fee varies based on the scope and complexity of our engagement. The hourly fee to be charged will not exceed \$500. Flat fees range from \$500 to \$10,000. We require a retainer of 50% of the fee at the time of signing. The remainder of the fee will be directly billed to you and due within thirty (30) days of a financial plan being delivered or consultation rendered.

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, please see Item 5 of our Form ADV 2A Brochure.](#)

Conversation Starters

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. For example, our investment adviser representatives ("IARs") are licensed to sell insurance products with Bay Harbor Insurance, LLC, an affiliated insurance company. Our IARs will earn commissions for the sale of insurance products to you. This presents a conflict of interest in that our IARs have an incentive to recommend purchasing insurance products based on compensation received rather than based solely on your needs. [For a full discussion of our conflicts of interest and how they are addressed, please see Items 4, 5, 10, 11, 12 and 14 of our Form ADV 2A Brochure.](#)

Conversation Starters

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

How Do Your Financial Professionals Make Money?

Our IARs receive a base salary and discretionary bonuses. The decision to provide bonuses is determined with consideration to firm revenue and net profitability. This presents a conflict of interest as our IARs have an incentive to bring in new assets in order to increase the firm's revenue and potentially receive bonuses.

Do You or Your Financial Professionals Have Legal or Disciplinary History?

No. Visit Investor.gov/CRS for a free and simple search tool to research our firm and our financial professionals.

Conversation Starters

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

For more information about our investment advisory services or to request the most current version of this relationship summary, please go to BayHarborWealth.com/Form-CRS.php or call our office at 410-403-2060.

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?



Bay Harbor Wealth Management, LLC

Summary of Changes

Please note the following changes since the previous version of our Form CRS, dated March 30, 2021:

- We revised the description of our fees for asset management services to provide a description of the conflict of interest involved with our receipt of an asset-based fee. The more assets there are in the client's account, the more the client will pay in fees. Therefore, we have an incentive to encourage clients to increase the assets in their accounts.