

PROATHLETE WEALTH MANAGEMENT LLC

Customer Relationship Summary

September 2023

Item 1. Introduction

ProAthlete Wealth Management LLC (“PAWM”) is an investment adviser registered with the U.S. Securities and Exchange Commission. Investment advisory and brokerage services and fees differ; therefore, it is important for you to understand the differences. Free and simple tools are available to research firms and financial professionals (referred to as Investment Adviser Representatives; “IARs”) at the SEC’s investor education website, [Investor.gov/CRS](https://www.investor.gov/CRS), which provides educational materials about investment advisers, broker-dealers, and investing.

Item 2. Relationships and Services

“What investment services and advice can you provide me?”

Description of Services and Monitoring

We provide investment advisory services to retail investors, including portfolio management and financial planning, consulting, and concierge services (collectively, Concierge Services). For clients to whom we provide these services, we offer a fee plus transaction accounts, which we monitor as part of an ongoing process. PAWM does not offer or sponsor a wrap fee product. These services provide portfolio accounting, performance analysis and access to a universe of third-party money managers. Third-party money managers receive separate fees for the services they provide. As part of our standard services, each IAR reviews their client accounts regularly and meets with clients at their request. Factors that trigger reviews include changes to investment recommendations, market conditions, or your financial situation and/or investment needs.

Investment Authority

We offer our portfolio management accounts on a discretionary basis. Discretionary asset management allows us the limited authority to buy and sell investments in your account without asking you each time a transaction is placed. Our level of authority is determined at the beginning of our relationship with you in our advisory agreement but can be changed upon request.

Investment Offerings and Account Minimums

While we can advise on any investment asset, our investment recommendations are primarily related to investments in equities, ETFs, bonds, and mutual funds. PAWM’s recommended minimum account size is \$500,000. However, PAWM maintains discretion to waive any account minimums.

Additional Information

For additional information, please see our Form ADV Part 2A (with special emphasis on Items 4, 7, and 16 of Part 2A). [PAWM’s Brochure](#)

Conversation Starters - Consider asking your financial professional these questions.

- 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?

Item 3. Fees, Costs, Conflicts, and Standard of Conduct

“What fees will I pay?”

Our fee covers the services provided through our Concierge Services. We charge an ongoing asset-based fee at the end of each quarter. The fee is charged as a percentage of your assets that we manage. The more assets there are in your advisory 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.

Clients pay an ongoing asset-based fee at the end of each quarter.

Other Fees and Costs: Some investments, such as mutual funds and ETFs, impose additional fees that will reduce the value of your investments over time. Those fees may include fund expenses and surrender charges. You may also pay other fees to the custodian of your assets. These include, but may not be limited to, ticket charges on transactions, fees for wire transfers, stop payments, IRA maintenance, duplicate check or statement copies, overnight deliveries, returned checks, and asset transfers.

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Additional Information: You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce the amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying. More detailed information about our fees and costs are included in our Form ADV Part 2A (Items 5.A., B., C., and D.) [PAWM's Brochure](#)

Conversation Starters - Consider asking your financial professional these questions.

- 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, many of our IARs are also registered representatives of a broker-dealer or insurance agents licensed with an insurance company. Through the broker-dealer and/or insurance company, our IARs can offer commission-based products for which they receive additional compensation. In addition, PAWM has received transition assistance remuneration to move its custodial business to Charles Schwab & Co. Inc. (“Schwab”). This additional compensation causes a conflict of interest as our IARs have an incentive to solicit commission-based products and PAWM has an incentive to utilize Schwab for custodial services.

Conversation Starter - Consider asking your financial professional these questions.

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

These arrangements and additional information about other conflicts of interest are discussed in more detail in our Form ADV Part 2A. [PAWM's Brochure](#)

“How do your financial professionals make money?”

Our IARs are primarily compensated through salaries and/or a portion of revenue we receive for the advisory services we provide. The portion paid to your IAR generally does not vary based on the type of investments that are recommended. However, several of our IARs are also registered representatives of a broker-dealer and some are also insurance agents. When acting in these capacities, they will earn commissions.

Item 4. Disciplinary History

“Do you or your financial professionals have legal or disciplinary history?”

No – Neither the Firm nor any of our IARs have a disciplinary history. We invite you to visit Investor.gov/CRS for a free and simple search tool to research our Firm and IARs. investor.gov/CRS

Conversation Starters - Consider asking your financial professional these questions.

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

Item 5. Additional Information

We encourage you to seek out additional information about our services in our Form ADV Brochure on Investor.gov or adviserinfo.sec.gov. Alternatively, contact PAWM at (561) 988-5540 to speak with us directly and request a copy of this relationship summary.

Conversation Starters - Consider asking your financial professional these questions.

- 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?