



## ADV Part 3 Client Relationship Summary | Dated: June 15, 2020

### Item 1. Introduction

Blue Water Wealth, Inc. ("BWW" "we" "us" and "Advisor") is an Oregon corporation registered as an investment advisor under the laws of the Securities and Exchange Commission. 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](http://Investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

### Item 2. Relationships and Services

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

BWW offers financial planning and asset management services. We provide a variety of financial planning services to individuals, families, and other clients regarding the management of their financial resources based upon an analysis of the client's current situation, goals, and objectives. Financial planning is a *non-discretionary* service. You always retain the sole discretion to accept or reject our financial planning recommendations, in whole or in part, and to determine the manner, timing, and service providers to be used in implementing any of the same. Our financial planning services are available either in the form of comprehensive and holistic financial planning or on a one-time project basis.

BWW's asset management is focused exclusively on Sustainable, Responsible and Impact (SRI) Investments. We offer ongoing discretionary asset management services under our Coordinated Asset Management Program ("CAMP" or the "Program"). Under the Program, we provide you with investment strategy selection, portfolio design, implementation, and ongoing and regular supervision of your investment account(s), all of which services are provided in a manner that is consistent with your unique investment profile. You will be required to grant us ongoing and continuous discretionary authority to execute our investment recommendations within your account *without* obtaining your approval prior to each specific transaction. CAMP client portfolios typically consist of a customized selection of individual stocks, bonds, mutual funds, exchange traded funds ("ETFs"), fee-based annuities, cash and cash equivalents, and/or other public and private securities or investments, as appropriate based on the client's unique investment profile and needs. In limited instances, we may also recommend that certain third party money managers ("TPMMs") be engaged for the direct management of all or a portion of your CAMP account. While we monitor CAMP accounts on an ongoing basis (including any assets allocated to TPMMs), we conduct formal account reviews at least annually. Each client has the opportunity to request reasonable restrictions or limitations on the types of investments to be held in their portfolio. All such requests must be submitted to BWW in writing. We reserve the right to accept or reject any client requested investment restriction or limitation.

The minimum account balance for our CAMP service is \$1,000. We charge a minimum fee of \$1,200 for written financial plans. We reserve the right to waive these requirements for individual clients in our sole discretion.

**Conversation Starters:** We encourage you to ask our financial professionals these key questions about our investment services and accounts:

- (i) *Given my financial situation, should I choose an investment advisory service? Why or why not?*
- (ii) *How will you choose investments to recommend to me?*
- (iii) *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?**

We charge on a fixed fee basis for financial planning services with fees typically ranging from \$1,200 - \$10,000 per engagement, although the specific fixed fee charged to you may vary outside of this range.

Advisory fees for CAMP services are charged as a percentage of the client's assets under management within the Program ranging from 0.50% to 1.50%. The fee is calculated monthly, in arrears, and will be equal to the respective percentage per annum based on the market value of your account(s), exclusive of any cash balances, on the last trading day of the previous month. We reserve the right to negotiate advisory fees for any of our services with clients on an individual basis.

The more assets you have in the advisory account, the more you will pay us. We therefore have an incentive to increase the assets in your account in order to increase our fees. You pay our fee monthly regardless of whether we buy or sell securities within that month. You will also pay the Custodian of your account transaction charges, custodial, and/or brokerage fees and commissions, mark-ups and mark-downs, spreads paid to market makers, wire transfer fees and other fees and taxes associated with activity in your brokerage account, whether directed by our firm or a TPMM.

**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.**

**Conversation Starter:** We encourage you to ask us any questions you may have regarding our fees or how cost from third parties such as custodians or mutual funds affect your account. For example, start a conversation by asking, “*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:*

Example 1: Your account value goes up, and while the management fee percentage may stay the same, the total compensation you pay us goes up proportionately. Example 2: Your account value goes down, but you still must pay a management fee proportional to your assets under management.

Certain associated persons of BWW are individually licensed in one or more states to sell insurance products. Where appropriate, such insurance licensed personnel may recommend and sell insurance products to clients and receive commissions or fees in connection with such transactions. The receipt of commissions or fees by individuals associated with BWW as a result of sales of insurance products to clients presents a conflict of interest. To address this conflict, all insurance commissions or fees earned by BWW’s insurance licensed persons are paid and/or remitted to BWW itself, rather than the individual insurance salespersons.

**Conversation Starter:** If you have any questions regarding conflicts of interests, please feel free to ask us. You can begin a conversation by asking, “*How might your conflicts of interest affect me, and how will you address them?*”

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

BWW’s investment advisory personnel, including those licensed to sell insurance, are paid by means of pre-determined annual salaries, and receive no additional compensation of any kind in connection with their generation of insurance sales commissions or fees paid to the firm.

More detailed information, including fee schedules, conflicts of interest, and other disclosures are available in our ADV Part 2A Firm Brochure, which can be found at: <https://adviserinfo.sec.gov/firm/summary/164432>.

#### **Item 4. Disciplinary History**

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

No. We encourage you to visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research any of our financial professionals.

**Conversation Starter:** In addition, feel free to ask: “*As a financial professional, do you have any disciplinary history? For what type of conduct?*”

#### **Item 5. Additional Information**

**You can find additional information regarding Blue Water Wealth and receive a copy of this relationship summary by visiting our website at [www.bluewaterwealth.com](http://www.bluewaterwealth.com) or by contacting (503) 296-8700. We are always available to answer any of your questions.**

**Conversation Starter:** If you do have any concerns, please let us know by asking the following 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?*”