

Total Clarity Wealth Management, Inc. is registered with the Securities and Exchange Commission as an investment adviser and, as such, we provide advisory services rather than brokerage services. Brokerage and investment advisory services and fees differ and it is important for you, our client, to understand the differences. Additionally, 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. This document is a summary of the services and fees we offer to "retail" investors, which are natural persons who seek or receive services primarily for personal, family, or household purposes.

What investment services and advice can you provide me?

We offer the following investment advisory services to retail investors: **Asset Allocation and Management/Portfolio Monitoring Services; Sponsor and Manager of a Wrap Fee Program; Advisory Services to Plan Sponsors including Educational Seminars/Workshops; Financial Planning Services and Special Projects & Retainer Programs.** Detailed information regarding our services, fees and other disclosures can be found in our Form ADV Part 2A Brochure Items 4, 7, and 8 and Form ADV Part 2 Wrap Fee Brochure, (Appendix 1), Items 4 and 5 by visiting this link <https://adviserinfo.sec.gov/firm/brochure/142728>.

Account Monitoring: If you open an investment account with our firm, as part of our standard service we will monitor your investments on a quarterly basis.

Investment Authority: We manage investment accounts on a **discretionary** basis whereby **we will decide** which investments to buy or sell for your account. You may limit our discretionary authority (e.g., limiting the types of securities that can be purchased or sold for your account) by providing our firm with your restrictions and guidelines in writing.

Investment Offerings: We provide advice on various types of investments. Our services are not limited to a specific type of investment or product.

Account Minimums and Requirements: In general, we require a minimum account size of \$10,000 to open and maintain Vision and Value accounts, and \$100,000 for PreActive accounts. PreActive accounts are restricted to sophisticated investors meeting certain criteria. Account minimums may be waived at our discretion.

Key Questions to Ask Your Financial Professional

- **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?

The following summarizes the principal fees and costs associated with engaging our firm for investment advisory services. For detailed information, refer to our Form ADV Part 2A Brochure, Items 5 and 6 and Form ADV Part 2 Wrap Fee Brochure, (Appendix 1), Item 4 by visiting this link <https://adviserinfo.sec.gov/firm/brochure/142728>.

- **Asset Based Fees** - These are generally payable in advance; however, PreActive fees are payable in arrears. Since the fees we receive are asset-based (i.e. based on the value of your account), we have an incentive to increase your account value which creates a conflict;
- **Wrap Program Fees** - Payable quarterly in advance. Asset-based fees associated with a wrap fee program generally include most transaction costs and fees to a broker-dealer or bank that has custody of the assets; therefore, the asset-based fee is higher than a typical asset-based advisory fee. Since our firm pays the transaction costs associated with securities transactions in your account, we have an incentive to minimize the trading in your account;
- **Hourly Fees** - Depending on the service being provided and the client, these fees are payable either in advance, in arrears, or a deposit up front with the remainder due upon completion;
- **Fixed Fees** - Payable as invoiced;
- **Commissions** - As an Investment Adviser, Total Clarity Wealth Management, Inc. does not receive commissions. However, Advisory Representatives acting as Registered Representatives of LPL Financial, receive commissions. When these assets are held in advisory accounts, they are excluded from our fee calculation.
- **Fees related to variable annuities** - e.g., maintenance fees, fees for riders and surrender charges if liquidated;
- **Additional common fees and/or expenses such as** custodian fees; account maintenance fees; fees related to mutual funds and exchange-traded funds; and transaction charges when purchasing or selling securities in non-wrap accounts.

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.

Key Questions to Ask Your Financial Professional

- **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.

- **Third-Party Payments:** Some persons providing advice on behalf of our firm are registered representatives with LPL Financial. These persons will earn commission-based compensation in connection with the purchase and sale of securities or other investment products. Some persons are also investment adviser representatives with another investment adviser. These persons will earn fee-based compensation for advisory services. Commission-based compensation and outside advisory fees earned by these persons are separate and in addition to our advisory fees. This practice presents a conflict of interest because they have an incentive to recommend investment or fee-based products based on the compensation received rather than solely based on your needs.
- **Third-Party Payments:** Some persons providing investment advice on behalf of our firm are licensed as independent insurance agents. These persons will earn commission-based compensation for selling insurance products. Certain persons associated with our firm are either an accountant or own an accounting firm. Compensation earned by these persons is separate and in addition to our advisory fees. These practices present a conflict of interest because they have an incentive to recommend insurance products and/or accounting services to you for the purpose of generating compensation rather than solely based on your needs.

Refer to our Form ADV Part 2A Brochure, Items 5, 10, 12 and 14 and Form ADV Part 2 Wrap Fee Brochure, (Appendix 1), Items 4 and 9 by visiting this link <https://adviserinfo.sec.gov/firm/brochure/142728> to help you understand what conflicts exist.

Key Questions to Ask Your Financial Professional

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

How do your financial professionals make money?

The financial professionals servicing your account(s) are compensated through the fees they earn on your account(s). Financial professionals' compensation is based on the amount of client assets they service; the revenue the firm earns from the person's services or recommendations and the time and complexity required to meet a client's needs. They also receive non-cash compensation in the form of research, educational information and monetary support for due-diligence trips and client events. Additionally, the owners of the firm and some investment adviser representatives received forgivable loans from LPL Financial. The forgivable loans are intended to assist the investment adviser representatives with transition costs or in the expansion of business practices.

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

No. Visit Investor.gov/CRS for a free and simple research tool.

Key Questions to Ask Your Financial Professional

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

You can find additional information about your investment advisory services and request a copy of the relationship summary at 630-762-9352 by visiting this link <https://adviserinfo.sec.gov/firm/brochure/142728>.

Key Questions to Ask Your Financial Professional

- **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?**