

Enspire Wealth Management, LLC (“we,” “our,” or “us”) is registered with the Securities and Exchange Commission as an investment adviser. Brokerage and investment advisory services and fees differ, and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/crs), which also provides educational materials about broker-dealers, investment advisers, and investing.

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

We offer investment advisory services to retail investors such as you through the management of your separate account. As part of our standard services, we monitor each account on an ongoing basis, and we typically furnish clients with portfolio performance reports on a quarterly basis. Our authority to manage a retail investor’s account is typically discretionary, which means that you authorize us to select the identity and amount of securities to be bought or sold, subject to your chosen strategy and stated investment objectives. We also offer non-discretionary investment advisory services to participant-directed retirement plans, assisting the retirement plan client in making decisions about the selection, retention, removal, and addition of plan investment options to be made available under the plan. In non-discretionary arrangements, the plan client and/or individual plan participant makes the ultimate decision regarding the purchase or sale of investments. For most retail investors, we generally limit purchases to diversified mutual fund and exchange traded fund (ETF) portfolios. We may also occasionally utilize additional security types depending on the individual needs of the client. Our minimum account size is \$1 million, and we generally combine family accounts to meet the minimum. Limitations on investments typically include limitations by plan sponsors, mutual fund selections of no-load or waived load funds, and any client-imposed restrictions. Enspire customarily provides financial planning services at no additional charge to investment management services clients that meet our minimum account size. Otherwise, we charge a negotiable fixed fee ranging from \$2,500 to \$7,000 for a financial plan.

Additional Information: *Please also see Items 4, 7, 13, and 16 of Form ADV, Part 2A.*

#### **Conversation Starters - 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?

We charge a fee based on the total assets in your account. This fee, which is payable quarterly in arrears, is calculated from sliding fee schedules with an annual rate of 1% on the first \$2 million, 0.75% on the next \$3 million, 0.5% on the next \$5 million, and 0.40% on amounts over \$10 million in your account. The more assets there are 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. Our fee does not include (and you will pay separately) any applicable charges imposed by custodians, brokers and other third parties such as brokerage commissions, transaction fees, custodial fees, wire transfer and electronic fund fees, and other fees and taxes on your account and on the securities transactions in your account. Money market funds, mutual funds, and ETFs also charge their own internal management 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. *Please also see Item 5 of Form ADV, Part 2A.*

**Conversation Starter - 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. For instance, we have an incentive to advise against withdrawing funds from your account to pay a mortgage or purchase real estate so that our compensation does not decrease. Additionally, Schwab Advisor Services (“Schwab”) makes an economic benefit available to us in the form of the support products and services they generally make available to independent investment advisers whose clients maintain their accounts at Schwab. These products and services, and the conflicts of interest they create if/when we utilize them, are described further in Item 12 of our Form ADV, Part 2A brochure. We do not base particular investment advice, such as buying particular securities for our clients, on the availability of Schwab’s products and services to us.

Additional Information: *Please also see Items 10-12, 14 of Form ADV, Part 2A.*

**Conversation Starter - 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?**

Our financial professionals earn a salary and have the potential to participate in some company profits. Additionally, owners of the firm participate in company profits. Some of our financial professionals earn additional compensation from unaffiliated outside business activities such as serving as a Certified Public Accountant (CPA). For more information regarding these activities, please refer to your financial professional’s Form ADV, Part 2B Supplement.

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

No, we do not. You may visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

**Conversation Starter - 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 us and our advisory services at <https://adviserinfo.sec.gov/>. Our firm CRD # is 325723. If you would like up-to-date information and/or a copy of this relationship summary, please call (707) 291-6043.**

**Conversation Starter - 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?**