

March 10, 2025

## Item 1: Introduction

HORAN Wealth, LLC, ("HW", "we", "us", "the firm"), is registered with the U.S. Securities and Exchange Commission ("SEC") as an Investment Adviser. Brokerage and investment advisory services and fees differ, and it is important that you understand the differences. This document gives you a summary of the types of services and fees we offer. Please visit [www.investor.gov/CRS](http://www.investor.gov/CRS) for free, simple tools to research firms and financial professionals, as well as educational materials about broker-dealers, investment advisers, and investing.

## Item 2: Relationships and Services

What investment services and advice can you provide me? We offer investment advisory services to retail investors such as comprehensive portfolio management, Financial Planning & Consulting, Retirement Plan Consulting and Utilization of Third-Party Separately Managed Account Programs through Fidelity Brokerage Services, LLC.

We will provide ongoing advice on a regular basis through our Asset Management Services. We will discuss your investment goals and work with you to design a strategy to achieve your investment goals. We will monitor your account regularly as agreed upon in your advisory agreement with us and will meet with you no less than annually to discuss your portfolio. Other services such as Financial Planning & Consulting may be offered on a one-time, ongoing or as needed basis and are generally targeted to a specific circumstance as detailed in your agreement with us. You can choose an account that allows us to buy and sell investments in your account without asking you in advance (a "discretionary account") or we may give you advice and you decide what investments to buy and sell (a "non-discretionary account"). Our investment advice will cover a broad range of investments which may include stocks, bonds, mutual funds, exchange traded funds and brokered certificates of deposit (e.g. CDs) among others. The range of investment options available to you may be limited depending on your investment size, ability to meet account minimum requirements, your personal risk tolerances, suitability and other factors. Other firms could provide advice on a wider range of choices, some of which might have lower costs.

We generally require a minimum of \$100,000 in investable assets for our Asset Management Services. However, at our discretion we may negotiate or waive this minimum depending on client needs and complexity. We encourage you to ask your Professional whether any investment limitations or account requirements apply.

**For Additional information, please see the HORAN Wealth, LLC Form ADV Part 2A Firm Brochure (Items 4 and 7).**

### Conversation Starters: Ask A Financial Professional

- ✓ *Given my financial situation, should I choose an investment advisory service? Why or why not?*
- ✓ *How will you choose investments to recommend for my account?*
- ✓ *What is your relevant experience, including education and certifications? Explain any designations that you have.*

## Item 3: Fees, Costs, Conflicts of Interest, and Standard of Conduct

We are held to a fiduciary standard that covers our entire investment advisory relationship with you. For example, we are required to monitor your portfolio, investment strategy and investments within the portfolio on an ongoing basis. While underlying securities within accounts are continuously monitored, each account will be reviewed periodically or by client request. Accounts are reviewed in the context of each client's stated investment objectives and guidelines. More frequent reviews may be triggered by material changes in variables such as client's individual circumstances, severe market fluctuations, or adverse political or economic environments. Our interests can conflict with your interests. We must eliminate these conflicts or tell you about them in a way you can understand, so that you can decide whether-or-not to agree to them.

**What fees will I pay?** Our fees vary and are negotiable. The amount you pay will depend, for example, on the services you receive and the amount of assets in your account. Fee arrangements can be fixed or tiered depending on the services provided. For our Asset Management Services, the fee ranges from .75%-1.25% for the HCA Program and .70% - 1% for the HIS Program paid monthly in arrears. The fees for each program are generally laddered from the first \$1 million to over \$5 million. One-time Financial Planning and Consulting fees have a minimum fee of \$2,500 and require 50% payment in advance of services with the remainder due upon delivery of a written plan or completion of services. For ongoing Financial Planning and Consulting Services you will pay our agreed upon fee quarterly in arrears by check or ACH.

**The more assets you have in your advisory account, including cash, 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 quarterly or monthly fee even if you do not buy or sell in your account. In addition to our advisory fees, clients may also pay customary custodian fees such as account maintenance fees and transaction fees. Additionally, clients might also pay holdings charges imposed by the chosen custodian for certain investments, charges imposed directly by a mutual fund, index fund, or exchange traded fund, which shall be disclosed in the fund's prospectus. You will pay fees and costs whether you make money 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 Additional information, please see the HORAN Wealth, LLC Form ADV Part 2A Firm Brochure (Items 4 and 5).**

### Conversation Starters: Ask A Financial Professional

- ✓ *Help me understand how 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?*



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What are your legal obligations to me when acting as my investment advisor? How else does your firm make money and what conflicts of interest do you have?

When we act as your investment adviser, we must 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.

Some of our financial professionals are registered representatives of M Holdings Securities, Inc. ("M"), a registered broker-dealer. In addition to our services, financial professionals registered with M will earn commission-based compensation for transactions implemented through M. The commissions earned are separate from our advisory fees, which creates a financial incentive to recommend that you implement commissionable transactions through this broker-dealer relationship.

Some of our financial professionals are licensed insurance agents through our affiliate, HORAN Securities, Inc. and will earn commission-based compensation for insurance products and services. The commissions earned are separate from our advisory fees, which creates a financial incentive to recommend that you implement commissionable transactions through this broker-dealer relationship.

All HORAN affiliated employees, in good standing and after background review, can enter into a promotor arrangement with HW. Employees that refer business to HW will receive a promotor fee of 10% of the first year's revenue derived from the assets under management.

**For Additional information, please see the HORAN Wealth, LLC Form ADV Part 2A Firm Brochure (Items 10 and 14).**

## Conversation Starters: Ask A 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 are compensated through advisory fees and financial planning/consulting fees. Some of our financial professionals also make money from commissionable transactions as representatives of a broker-dealer and through commissions earned as insurance agents/brokers.

**For Additional Information please also see items 4, 5 and 10 of our ADV Part 2 A Firm Disclosure Brochure.**

## Item 4: Disciplinary History

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

No. Please visit [www.investor.gov/CRS](http://www.investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

## Conversation Starters: Ask A Financial Professional

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

## Item 5: Additional Information

For additional information about our services, please review the HORAN Wealth, LLC ADV Part 2A Firm Brochure and the financial professionals ADV Part 2B Individual Brochure. If you would like additional, up-to-date information or a copy of the disclosure brochures, please call us at 513.745.0707 or email, [Connie Grosser, Chief Compliance Officer at ConnieG@horanwealth.com](mailto:ConnieG@horanwealth.com).

Additional information about HORAN Wealth, LLC is also available by searching our firm name or CRD# on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). HW's CRD number is: 333974.

## Conversation Starters: Ask A Financial Professional

✓ *Who is my primary contact person? Is he or she a representative of an investment adviser or broker-dealer?*

✓ *Who can I talk to if I have concerns about how this person is treating me?*

