



SALOMON & LUDWIN™  
PERSONALLY INVESTED

## Wrap Fee Brochure March 27, 2024

### Item 1 – Cover Page

Form ADV, Part 2; our “Disclosure Brochure” or “Brochure” as required by the Investment Advisers Act of 1940 is a very important document between Clients (you, your) and “Salomon and Ludwin” (us, we, our).

This Wrap Fee Brochure provides information about the qualifications and business practices of Salomon and Ludwin, LLC. If you have any questions about the contents of this Brochure, please contact us at (804) 592-4999 and/or Jacob Salomon at [jacob@salomonludwin.com](mailto:jacob@salomonludwin.com). The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Salomon and Ludwin, LLC is a federally registered investment adviser. Registration of an Investment Adviser does not imply any level of skill or training. The oral and written communications of an adviser provide you with information about which you determine to hire or retain an adviser.

Additional information about Salomon and Ludwin, LLC is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

1401 Gaskins Road • Richmond, VA 23238  
804-592-4999 • [www.salomonludwin.com](http://www.salomonludwin.com)

## Item 2 – Material Changes

On July 31, 2023, Jacob Salomon became the new Chief Compliance Officer (CCO) of Salomon and Ludwin. We are insourcing this role from our previously outsourced provider.

## Item 3 - Table of Contents

Item 1 – Cover Page.....	1
Item 2 – Material Changes.....	2
Item 3 - Table of Contents .....	2
Item 4 – Services, Fees and Compensation.....	3
Item 5 – Account Requirements and Types of Clients.....	8
Item 6 – Portfolio Manager Selection and Evaluation.....	8
Item 7 – Client Information Provided to Portfolio Managers .....	11
Item 8 – Client Contact with Portfolio Managers.....	12
Item 9 – Additional Information .....	12

## Item 4 – Services, Fees and Compensation

Salomon and Ludwin, LLC (“Salomon and Ludwin”) is a limited liability company organized in the state of Virginia. The firm was founded in November 2009 by Dalal Salomon and Daniel Ludwin. The firm employs a consultative approach to financial planning.

Salomon and Ludwin, LLC specializes in managing financial assets for individuals, families, estates, trusts, and group retirement plans. The firm is primarily focused on the selection and monitoring of specific non-proprietary investments, then using these investments inside actively managed accounts.

Advisory services are typically performed in exchange for a fee which is calculated as a fractional percentage of assets managed.

At Salomon and Ludwin, we recognize that each client has individual objectives and goals, which are determined during the initial consultation, and reaffirmed periodically. Clients determine the level of risk they are willing to take with their assets and their estimated time horizon. The term “time horizon” refers to the amount of time clients feel they have before they think they will start spending the assets in their account, whether it be for their own retirement or some other financial objective. Our advice requires an understanding of your financial condition, goals, and tolerance for risk.

At Salomon & Ludwin, we believe that our clients engage with us for the advice and services we provide, along with our portfolio management strategies. Although, where applicable, transaction costs are covered by our wrap fee, they are not a significant component of our value proposition. Employees of Salomon & Ludwin do not pay any advisory or transaction fees.

Salomon & Ludwin provides discretionary investment advisory services on a fee basis as discussed at Item 5 below. Before engaging Salomon & Ludwin to provide investment advisory services, clients are generally required to enter into an Investment Advisory Agreement with Salomon & Ludwin setting forth the terms and conditions of the engagement (including termination), describing the scope of the services to be provided, and the fee that is due from the client. To commence the investment advisory process, Salomon & Ludwin will ascertain each client’s investment objective(s) and then allocate the client’s assets consistent with the client’s designated investment objective(s). Once allocated, Salomon & Ludwin provides ongoing supervision of the account(s). Salomon & Ludwin’s annual investment advisory fee shall generally include investment advisory services, and, to the extent specifically requested by the client, financial planning and consulting services.

### Fee for Advice & Portfolio Management

For advice and portfolio management services, Salomon and Ludwin charges an aggregated fee, based on a percentage of total assets under management. The following schedule based on aggregate account value for client relationships established after June 2018 is:

Asset Level	Rate at Asset Level	Blended Fee Rate (maximum asset level)
\$2,000,000 to \$2,500,000	0.85%	0.85%
\$2,500,000 to \$5,000,000	0.70%	0.78%
\$5,000,000 to \$7,500,000	0.60%	0.72%
\$7,500,000 to \$10,000,000	0.50%	0.66%
\$10,000,000 to \$12,500,000	0.40%	0.61%
\$12,500,000 to \$15,000,000	0.30%	0.56%

Asset Level	Rate at Asset Level	Blended Fee Rate (maximum asset level)
\$15,000,000 to \$17,500,000	0.30%	0.52%
\$17,500,000 to \$20,000,000	0.30%	0.49%
\$20,000,000 to \$22,500,000	0.25%	0.47%
\$22,500,000 to \$25,000,000	0.25%	0.45%
\$25,000,000 to \$27,500,000	0.25%	0.43%
\$27,500,000 to \$30,000,000	0.15%	0.40%
\$30,000,000 to \$32,500,000	0.15%	0.38%
\$32,500,000 to \$35,000,000	0.10%	0.36%
\$35,000,000 to \$37,500,000	0.10%	0.35%
\$37,500,000 to \$40,000,000+	0.05%	0.33%

In May 2018, Salomon and Ludwin established a policy to only accept new relationships where the firm holds all eligible security investments for our clients and includes those assets in its fee billing process.

Our fees are based on a tiered system. We will not charge a fee to our clients of more than .85% for new relationships of \$2 million or more. Those clients that have more than \$2 million in assets will pay 0.85% on the first \$2.5 million and 0.70% on the next \$2.5 million and so on. If a client had \$5 million invested with us, the blended rate would be 0.78%.

Clients with assets below \$2 million are subject to household minimum fees of \$7,500 a year or as high as 1.75% annually, whichever is greater. We reserve the right to adjust our fees when we deem it to be appropriate.

Fees are documented in your investment advisory agreement.

Salomon and Ludwin uses money market/stable value funds and cash defensively and tactically in its management process, therefore assets invested in

money market/stable value funds and cash are subject to Salomon and Ludwin's management fee.

Our annual portfolio management fee is billed and payable quarterly in advance based on the value of your account on the last trading day of the previous quarter. If the portfolio management agreement is executed at any time other than the first day of a calendar quarter, our fees will apply on a pro rata basis, which means that the advisory fee is payable in proportion to the number of days in the quarter for which you are a client.

At our discretion, we may combine the account values of family members to determine the applicable advisory fee. For example, we may combine account values for you, your spouse, joint accounts with your spouse, your minor children, and other types of related accounts.

Combining account values will increase the calculated asset total, which may result in your paying a reduced advisory fee based on the available breakpoints in our fee schedule stated above. Salomon and Ludwin may in its sole discretion change the actual fee charged upon thirty days written notice to the client. Clients may accept the change or close the account.

We have instituted procedures to evaluate investment costs and will always attempt to find the lowest cost option. On occasion, we may invest in issues that are not the lowest cost for our clients.

#### Fee Dispersion

Salomon & Ludwin, in its discretion, may charge a lesser or higher investment advisory fee, charge a flat fee, waive its fee entirely, or charge fee on a different interval, based upon certain criteria (i.e. anticipated future earning capacity, anticipated future additional

assets, dollar amount of assets to be managed, related accounts, account composition, complexity of the engagement, anticipated services to be rendered, grandfathered fee schedules, employees and family members, courtesy accounts, competition, negotiations with client, etc.).

Please Note: As result of the above, similarly situated clients could pay different fees. In addition, similar advisory services may be available from other investment advisers for similar or lower fees.

Please Also Note: In the event that the client is subject to an annual minimum fee, the client could pay a higher percentage fee than referenced above.

ANY QUESTIONS: Salomon & Ludwin's Chief Compliance Officer, Jacob Salomon, remains available to address any questions that a client or prospective client may have regarding advisory fees.

Participation in the Program may cost more or less than purchasing such services separately. When managing a client's account on a wrap fee basis, Salomon and Ludwin shall receive as payment for its asset management services, the balance of the wrap fee after all other non-excluded costs (including account transaction fees) incorporated into the wrap fee have been deducted. The Program fee charged by Salomon and Ludwin for participation in the Program may be higher or lower than those charged by other sponsors of comparable wrap fee programs.

#### Wrap Program-Conflict of Interest

Under Salomon and Ludwin's wrap program, the client generally receives investment advisory services, the execution of securities brokerage transactions, custody and reporting services for a single specified fee. When managing a client's account on a wrap fee basis, Salomon and Ludwin shall receive as payment for its investment advisory services, the balance of the

wrap fee after all other costs incorporated into the wrap fee have been deducted. Because wrap program transaction fees and/or commissions are being paid by Salomon and Ludwin to the account custodian/broker-dealer, Salomon and Ludwin has an economic incentive to maximize its compensation by seeking to minimize the number of trades in the client's account. Under the Program, Salomon and Ludwin shall be provided with written authority to determine which securities and the amounts of securities that are bought or sold. Any limitations on this authority shall be included in the written agreement between each client and Salomon and Ludwin. Clients may change/amend these limitations, in writing, at any time. The client shall have reasonable access to one of Salomon and Ludwin's investment professionals to discuss their account.

#### Margin Accounts: Risks

Salomon & Ludwin does not recommend the use of margin for investment purposes. A margin account is a brokerage account that allows investors to borrow money to buy securities and/or for other non-investment borrowing purposes. The broker/custodian charges the investor interest for the right to borrow money and uses the securities as collateral. By using borrowed funds, the customer is employing leverage that will magnify both account gains and losses.

Please Note: The use of margin can cause significant adverse financial consequences in the event of a market correction.

ANY QUESTIONS: Our Chief Compliance Officer, Jacob Salomon, remains available to address any questions that a client or prospective client may have regarding the use of margin.

### Investment Advisory Agreement

Both the description of services offered and the specific manner in which fees are charged by Salomon and Ludwin are established in the client's written "investment advisory agreement" with Salomon and Ludwin. Either Salomon and Ludwin or their clients may terminate advisory agreements for any reason with written notice. Upon receipt of written notice of termination (or communication by the Brokerage firm or custodian), Salomon and Ludwin will cease all advisory work on the client's account as of that date.

### Billing Process

For advisory fees the account billing process is automated. Clients who wish to terminate their advisory arrangement with Salomon and Ludwin should notify us to be refunded any portion of prepaid advisory or administration fees.

Depending on the type of account, Salomon and Ludwin bills its fees on a quarterly basis. Individual clients are billed in advance. Salomon and Ludwin's fee is based on the total value of the account on the last day of the previous management period. Fees are typically deducted from the client's account. In rare circumstances and under a written agreement the client can elect to pay us directly.

### Other Fees and Compensation

In certain circumstances, Salomon and Ludwin may determine that a fee-based account may not be in the best interest of the client. There are also situations in which clients want specific products which only pay commission compensation and charging a management fee on top of the commission would create a conflict of interest for Salomon and Ludwin. However, investment product commission structures vary, and therefore we cannot adequately address

every conceivable situation and remedy in this paragraph. Therefore, in those rare cases when our personnel offers commission-based products through outside non-affiliated business partners, Salomon and Ludwin will exclude those assets from the advisory fee calculation and subsequent billing.

Mutual funds, exchange-traded funds, and other investment company products also charge internal management fees/expenses which are disclosed in each fund's prospectus. Our clients may be able to invest directly in these products at a lower cost, but would not benefit from our planning, advice, investment strategies, and ongoing monitoring services.

While Salomon and Ludwin has instituted procedures to evaluate investment costs and will always attempt to find the lowest cost option, it can and will occasionally invest in securities that are not the lowest cost option for our clients. Our firm is limited to pricing options that our custodian offers as it relates to our selection of securities. Salomon and Ludwin or our custodian will from time to time change our pricing structure which impacts our costs. Salomon and Ludwin has a conflict of interest as there is an economic benefit to Salomon and Ludwin to select lower transaction cost options which may create a savings to our firm. Our custodian does not currently charge transaction fees for US listed stocks, ETFs, and certain mutual funds among other asset classes.

Salomon and Ludwin does not have the ability to control the underlying management or administration costs and fees charged by the custodian or by the investments offered or those held by the client. Salomon and Ludwin does not benefit from those costs and fees.



### Fee Payment

Advisory fee billing begins on the initial day that the advisory accounts are funded. The first billing will be prorated to cover the period from the Billing Start Date through the end of the current calendar quarter. The first Advisory Fee payment will be paid in arrears within 5 days following that current calendar quarter end and calculated based on the value of the Account(s) on the last business day of that quarter. All subsequent Advisory Fees will be paid quarterly in advance within 5 days following each calendar quarter-end and calculated based on the value of the Account(s) on the last business day of that quarter. Intra-period additions to an Account after it is opened will be charged a prorated fee based upon the number of days remaining in the quarter and if the net additions (additions minus withdrawals) equals 5% or greater of the total Account value. If net withdrawals from an account (withdrawals minus additions) equal 5% or greater of the total account value, a prorated refund of fees charged based on the number of days remaining in the quarter will be credited to the account and deducted from the following quarter's Advisory Fee. A prorated refund of fees charged will also be given when an Account is closed within a billing period. This rebate will be calculated based on the number of days the Account is open within that billing period. No fee adjustments will be made for Account appreciation or depreciation within that billing period.

### Termination of Advisory Relationship

A client agreement may be canceled at any time, by either party, for any reason upon receipt of prior written notice. Upon termination of any account, any prepaid, unearned fees will be promptly refunded, and any earned, unpaid fees will be due and payable.

### Investment Performance

As a condition to participating in the Program, the participant must accept that past performance may not be indicative of future results, and understand that the future performance of any specific investment or investment strategy (including the investments and/or investment strategies purchased and/or undertaken by Salomon and Ludwin) may not: (1) achieve their intended objective; (2) be profitable; or, (3) equal historical performance level(s) or any other performance level(s).

### Client Responsibilities

In performing any of its services, Salomon and Ludwin shall not be required to verify any information received from the client or from the client's other professionals, and is expressly authorized to rely thereon. Furthermore, unless the client indicates to the contrary, Salomon and Ludwin shall assume that there are no restrictions on its services, other than to manage the account in accordance with the client's designated investment objective. Moreover, it remains each client's responsibility to promptly notify Salomon and Ludwin if there is ever any change in their financial situation or investment objectives for the purpose of reviewing, evaluating or revising Salomon and Ludwin's previous recommendations and/or services.

Participation in the Program may cost more or less than purchasing such services separately. Also, the Program fee charged by Salomon and Ludwin for participation in the Program may be higher or lower than those charged by other sponsors of comparable wrap fee programs.

The Program's wrap fee does not include certain charges and administrative fees, including, but not

limited to, fees charged by Independent Managers, transaction charges (including mark-ups and mark-downs) resulting from trades executed away from the account's custodian, transfer taxes, odd lot differentials, exchange fees, interest charges, American Depository Receipt agency processing fees, and any charges, taxes or other fees mandated by any federal, state or other applicable law or otherwise agreed to with regard to client accounts. Such fees and expenses are in addition to the Program's wrap fee. Clients who maintain a retirement account with their custodian are generally charged an annual maintenance fee. This fee would be in addition to Salomon and Ludwin's Program fee.

Salomon and Ludwin's related persons who recommend the Program to clients do not receive additional compensation as a result of a client's participation in the wrap fee program.

### Item 5 – Account Requirements and Types of Clients

As described in Item 4, Salomon and Ludwin offers advisory and planning services for individuals, families, trusts, and pension plans. Our typical clients are those who are experienced and comfortable with saving and investing for their retirement and their family's future, board members and/or trustees acting on behalf of the trust or for an organization they represent, and employers/business owners looking for an advisory group to assist them in making prudent decisions for their employees' retirement assets. In order to be able to offer our clients our most effective work, Salomon and Ludwin recommends (but does not require) that clients have at least \$2,000,000 in total manageable assets with the firm. This allows us to prudently diversify client accounts into lower-cost

investment vehicles and avoid conflicts caused by certain investment minimums.

### Item 6 – Portfolio Manager Selection and Evaluation

Salomon and Ludwin, LLC will act as Portfolio Manager for your account(s). Our team of Registered Investment Advisers is described in greater detail in the Supplemental Brochures provided to you.

#### Methods of Analysis & Investment Strategies

Salomon and Ludwin employs a flexible investment strategy in the management of client assets. Salomon and Ludwin and its representatives may utilize open-ended, no-load, load-waived and/or non-transaction fee mutual funds, as well as domestic and foreign equity securities (common stock), exchange-traded funds ("ETFs"), and fixed income securities. The first step in developing portfolios involves determining a suitable investment mix for each client. Investment experience, time horizon, financial goals, and investor psychology are all factors when creating each asset allocation.

In making investment decisions, we use a range of fundamental and technical factors provided to us by various sources. Fundamental factors may include, but are not limited to, measures such as earnings growth rates, return on capital, and dividend yield. Technical factors include measures such as price performance, volatility, and trading volume.

In connection with the above investment approach, Salomon and Ludwin offers its patented TriggerPoint™ Strategy to clients. The TriggerPoint™ Strategy considers current and historic market conditions, with a focus on monitoring specific market signals to determine appropriate times to buy or sell



portfolio assets. The TriggerPoint™ Strategy is customized to each client's suitability profile at the time of implementation.

Salomon and Ludwin and/or its representatives may invest all or a significant portion of a client's assets in ETFs and/or mutual funds in order to employ the investment strategies described. We may also buy or sell individual securities or buy investments that employ inverse strategies if we believe the value of the security or market segment is likely to depreciate in value. Securities that employ inverse strategies seek to deliver the opposite of the performance of the index or benchmark that they track by engaging in short selling, swap agreements and/or futures contracts. An inverse strategy may offer leverage but may be more volatile and risky than traditional investment strategies due to their exposure to leverage and derivatives including total return swaps and futures. These strategies are typically designed to achieve their desired exposure on a short-term basis. Holding these types of securities for longer periods of time potentially increases their risk due to the effects of compounding and the difficulty of timing the market. As a part of our investment strategy and during periods in which we want to have limited market exposure, we may invest in money market/stable value funds or other short-term interest-bearing instruments.

We do not construct portfolios based on environmental, social and governance (ESG) factors unless specifically requested to do so. It is not part of the four pillar approach to serving our clients, and is not considered when selecting securities. S&L may select asset managers that incorporate ESG standards into their portfolio management processes based on meeting our investment criteria for portfolio composition and fees.

For example, an S&P 500 ETF may be managed by a firm that votes proxies supportive of certain ESG factors, but our decision would be made based on exposure to the S&P 500 index, the financial stability of the asset manager, and fees. If you would like to work with your investment advisor to construct a specific portfolio that includes or excludes certain securities or asset types, we will work with you to create a specific portfolio for your objectives on a best-efforts basis using available data. Please be aware that we will not be able to independently verify claims by companies related to ESG initiatives.

All investment strategies inherently expose our clients to various types and varying degrees of risk. Below we discuss those risks in greater detail.

#### Risk of Loss

All investments in securities include a risk of loss of your principal (invested amount) and any profits that have not been realized (the securities were not sold to "lock-in" the profit). As you know, stock markets and bond markets fluctuate substantially over time. In addition, as recent global and domestic economic events have indicated, the performance of any investment is not guaranteed. As a result, there is a risk of loss of the assets we manage that may be out of our control. We will do our very best in the management of your assets; however, we cannot guarantee any level of performance or that you will not experience a loss of your account assets. Salomon and Ludwin does not represent, warrant or imply that the services or methods of analysis used by Salomon and Ludwin can or will predict future results, successfully identify market tops or bottoms, or insulate clients from losses due to major market corrections or crashes. No guarantees can be offered that clients' goals or objectives will be achieved. Further, no promises or assumptions can be made that the advisory services

offered by Salomon and Ludwin will provide a better return than other investment strategies.

### Performance-Based Fees

Salomon and Ludwin does not currently accept performance-based fees – that is, fees based on a share of capital gains on or capital appreciation of the assets of a client. Our advisory fee compensation is charged only as disclosed above in Item 5.

### Voting Client Securities

Salomon and Ludwin does not vote proxies on behalf of advisory clients. Clients retain the responsibility for receiving and voting proxies for any and all securities maintained in client portfolios. Proxies are mailed to each client directly by the respective custodian.

From time to time, securities held in the accounts of clients may be the subject of class-action lawsuits. Salomon and Ludwin offers no legal services and therefore has no ability or obligation to determine if securities held by the client are subject to a pending or resolved class-action lawsuit. Where Salomon and Ludwin receives written or electronic notice of a class-action lawsuit, settlement, or verdict affecting securities owned by a client, it will forward all notices, proof of claim forms, and other materials to the client. Electronic mail is acceptable where appropriate when the client has authorized contact in this manner.

### Cash Positions

Salomon and Ludwin treats cash as an asset class. As such, all cash positions (money markets, etc.) shall be included as part of assets under management for purposes of calculating Salomon and Ludwin's advisory fee. At any specific point in time, depending upon perceived or anticipated market conditions/events (there being no guarantee that such anticipated market

conditions/events will occur), Salomon and Ludwin may maintain cash positions for defensive purposes. In addition, while assets are maintained in cash, such amounts could miss market advances. Depending upon current yields, at any point in time, Salomon and Ludwin's advisory fee could exceed the interest paid by the client's money market fund.

### Cash Sweep Accounts

Certain account custodians can require that cash proceeds from account transactions or new deposits, be swept to and/or initially maintained in a specific custodian designated sweep account. The yield on the sweep account will generally be lower than those available for other money market accounts. When this occurs, to help mitigate the corresponding yield dispersion Salomon and Ludwin shall (usually within 30 days thereafter) generally (with exceptions) purchase a higher yielding money market fund (or other type security) available on the custodian's platform, unless Salomon and Ludwin reasonably anticipates that it will utilize the cash proceeds during the subsequent 30-day period to purchase additional investments for the client's account. Exceptions and/or modifications can and will occur with respect to all or a portion of the cash balances for various reasons, including, but not limited to the amount of dispersion between the sweep account and a money market fund, the size of the cash balance, an indication from the client of an imminent need for such cash, or the client has a demonstrated history of writing checks from the account.

The above does not apply to the cash component maintained within a Salomon and Ludwin actively managed investment strategy (the cash balances for which shall generally remain in the custodian designated cash sweep account), an indication from

the client of a need for access to such cash, assets allocated to an unaffiliated investment manager and cash balances maintained for fee billing purposes.

### Portfolio Activity

Salomon and Ludwin has a fiduciary duty to provide services consistent with the client's best interest. As part of its investment advisory services, Salomon and Ludwin will review client portfolios on an ongoing basis to determine if any changes are necessary based upon various factors, including, but not limited to, investment performance, fund manager tenure, style drift, account additions/withdrawals, and/or a change in the client's investment objective. Based upon these factors, there may be extended periods of time when Salomon and Ludwin determines that changes to a client's portfolio are neither necessary nor prudent. Clients nonetheless remain subject to the fees described in Item 5 below during periods of account inactivity.

### Retirement Plan Rollovers

#### No Obligation / Conflict of Interest

A client or prospective client leaving an employer typically has four options regarding an existing retirement plan (and may engage in a combination of these options): (i) leave the money in the former employer's plan, if permitted, (ii) roll over the assets to the new employer's plan, if one is available and rollovers are permitted, (iii) roll over to an Individual Retirement Account ("IRA"), or (iv) cash out the account value (which could, depending upon the client's age, result in adverse tax consequences). If Salomon and Ludwin recommends that a client roll over their retirement plan assets into an account to be managed by Salomon and Ludwin, such a recommendation creates a conflict of interest if Salomon and Ludwin will earn new (or increase its

current) compensation as a result of the rollover. If Salomon and Ludwin provides a recommendation as to whether a client should engage in a rollover or not, Salomon and Ludwin is acting as a fiduciary within the meaning of Title I of the Employee Retirement Income Security Act and/or the Internal Revenue Code, as applicable, which are laws governing retirement accounts. No client is under any obligation to roll over retirement plan assets to an account managed by Salomon and Ludwin.

### Item 7 – Client Information Provided to Portfolio Managers

In order to provide the Program services, we will share your private information with your account custodian, Schwab. We may also provide your private information to mutual fund companies and/or private managers as needed. We will only share the information necessary in order to carry out our obligations to you in servicing your account. We share your personal account data in accordance with our privacy policy.

#### Privacy Policy

We view protecting your private information as a top priority. Pursuant to applicable privacy requirements, we have instituted policies and procedures to ensure that we keep your personal information private and secure.

We do not disclose any nonpublic personal information about you to any non-affiliated third parties, except as permitted by law. In the course of servicing your account, we may share some information with our service providers, such as transfer agents, custodians, broker-dealers, accountants, consultants, and attorneys. We restrict internal access to nonpublic personal information about you to employees, who need that information in order to provide products or services to you. We

maintain physical and procedural safeguards that comply with regulatory standards to guard your nonpublic personal information and to ensure our integrity and confidentiality. We will not sell information about you or your accounts to anyone. We do not share your information unless it is required to process a transaction, at your request, or required by law. You will receive a copy of our privacy notice prior to or at the time you sign an advisory agreement with our firm. Thereafter, we will deliver a copy of the current privacy policy notice to you on an annual basis. Contact our main office at the telephone number on the cover page of this brochure if you have any questions regarding this policy.

If you have questions about our privacy policies, contact our main office at the telephone number on the cover page of this brochure and ask to speak to the Chief Compliance Officer.

## Item 8 – Client Contact with Portfolio Managers

Without restriction, you should contact our firm or your advisory representative directly with any questions regarding your Program account. You should contact your advisory representative with respect to changes in your investment objectives, risk tolerance, or requested restrictions placed on the management of your Program assets.

## Item 9 – Additional Information

### Disciplinary Information

Salomon and Ludwin has not been involved in any legal or disciplinary events that are material to a client's evaluation of its advisory business or the integrity of its management.

## Other Financial Industry Activities and Affiliates

Salomon and Ludwin does not have any undisclosed relationship or arrangement that is material to our advisory business or to our clients.

## Professional Business Relationships

You should be aware that Jacob Salomon, who provides investment advice on behalf of our firm, is licensed as an insurance agent. When a client or potential client comes to Salomon and Ludwin with existing insurance product holdings, it is sometimes in their best interest to keep those holdings. There may also be times when we believe a client's best interests are served by insurance products that are only available for sale with commissions. In either of those cases, we will refer the client to Jacob, who will earn commission-based compensation for placing insurance products. Insurance commissions are separate from our advisory fees, and we will not charge advisory fees on the assets placed in commission-based products. While the practice of referring advisory clients to providers of commission-based products possibly creates a conflict of interest, we only recommend this course of action when we believe it is in the client's best interest. In order to mitigate the potential for conflict of interest, neither Salomon & Ludwin nor, the Salomon and Ludwin advisor who makes the referral, will be compensated for the sale of the product. You are under no obligation, contractually or otherwise, to purchase insurance products through any person affiliated with our firm.

Salomon and Ludwin also maintains professional business relationships with various legal, accounting, recordkeeping, third-party administrators (TPAs), and other investment advisory and consulting firms, both locally and around the country. These informal



relationships are created to share industry information and insight. Salomon and Ludwin does not receive any compensation or shared revenue with any of these entities to mitigate any conflicts of interest for our clients.

We do have a business relationship with an un-affiliated advisor that we refer business to and provide sub-advisory services. The firm receives a fee paid by the client for these services.

The Firm has entered into a client benefit arrangement with Schwab whereby they will provide a one-time assistance to the Firm in the amount of \$10,000. Schwab will pay third-party vendor invoices on the Firm's behalf to use towards technology, research, marketing or compliance consulting related expenses. Benefits offered are not conditioned on particular transactions or investment decisions that the Firm may make or recommend to clients. While this is not compensation, it does create an incentive for the Firm. This creates a conflict of interest for the Firm to potentially favor Schwab products and services over other products and services.

#### Outside Brokerage Arrangements

Although not considered a "related person", you should be aware that Jacob Salomon, who provides investment advice on behalf of our firm, is licensed as a registered representative of an unaffiliated broker/dealer. When a client or potential client comes to Salomon and Ludwin with existing brokerage product holdings such as Variable Annuities, Fixed Annuities, Life Insurance, or Long-Term Care Insurance, it is sometimes in their best interest to keep those holdings. There may also be times when we believe a client's best interests are served by investment products that are only available for sale with commissions. In either of those cases, we will

refer the client to Jacob, who will earn commission-based compensation. Commissions are separate from our advisory fees, and we will not charge advisory fees on the assets placed in commission-based products. While the practice of referring advisory clients to providers of commission-based products often creates a conflict of interest, we only recommend this course of action when we believe it is in the client's best interest. In order to mitigate the potential for conflict of interest, the Salomon and Ludwin advisor who makes the referral and the firm will not be compensated for the sale of the product. You are under no obligation, contractually or otherwise, to purchase brokerage products through any person affiliated with our firm.

#### Solicitation Arrangements

Salomon and Ludwin does not participate in any solicitation arrangements.

#### Code of Ethics

In accordance with the Advisers Act, Rule 204A-1, Salomon and Ludwin has adopted a Code of Ethics. This Code of Ethics outlines all who are deemed to be access persons and mandates their compliance with applicable regulations and federal laws. Additionally, these employees must engage in high ethical standards at all times and place the client's interest above their own. The Code of Ethics includes, but is not limited to, provisions relating to the confidentiality of client information, a prohibition on insider trading, restrictions on the acceptance of significant gifts and the reporting of certain gifts and business entertainment items, and personal securities trading procedures. All supervised persons at Salomon and Ludwin must acknowledge the terms of the Code of Ethics annually, or as amended. At the heart of this code is a requirement to always act in the best interest of our client and to fully disclose all fees, expenses, and any conflicts or potential conflicts



of interest. A copy of this Code of Ethics will be provided to any client or prospective client upon request. Salomon and Ludwin's Code of Ethics mandates that our advisors act in the best interest of our clients. As such, if Salomon and Ludwin or its representatives offer any investment with which we have a conflict of interest, it must be disclosed in advance.

### No Proprietary Investments

At present, Salomon and Ludwin does not offer any investments in which our members, our representatives, or any person related to us, have a partnership or act as a general partner.

Furthermore, Salomon and Ludwin does not offer any investments in which our members, our representatives, or any person related to us act as an investment advisor for an investment company.

### Oversight of Trading Processes

Salomon and Ludwin's employees and persons associated with Salomon and Ludwin are required to follow Salomon and Ludwin's Code of Ethics. Subject to satisfying this policy and applicable laws, officers, directors, and employees of Salomon and Ludwin may trade for their own accounts in securities that are recommended to, and/or purchased for, Salomon and Ludwin's clients. In addition, a related person may have an interest or position in a certain security or securities which may also be recommended to the clients. All access persons are required to report all personal securities transactions at the onset of being classified as an access person and for all subsequent personal transactions in order to prevent "Front-Running". Records will be maintained for all securities or insurance products bought or sold by the firm, associated persons of the firm, and related entities. A principal of Salomon and Ludwin, or qualified

representative of the firm, reviews these records on a quarterly basis.

In certain instances, IAR's trading in their own accounts or for related persons may create either actual or perceived conflicts of interest. As such, Salomon and Ludwin has established the following restrictions:

- A director, officer, or IAR shall not buy or sell securities for their personal portfolio(s) where their decision is substantially derived, in whole or in part, by reason of his or her affiliation with Salomon and Ludwin or the broker-dealer unless the information is also available to the investing public on reasonable inquiry. No person shall prefer his or her own interest to that of the advisory clients.
- Salomon and Ludwin and its employees generally may not participate in private placements without pre-clearance from the Firm's Chief Compliance Officer.
- Salomon and Ludwin respects the right of clients to specify investment objectives, guidelines, and conditions or restrictions on the overall management of their accounts.
- Any individual not in observance of the above may be subject to termination.

Nonetheless, because the Code of Ethics in some circumstances would permit employees to invest in the same securities as clients, there is a possibility that employees might benefit from market activity by a client in a security held by an employee. Employee trading is continually monitored to reasonably prevent conflicts of interest between Salomon and Ludwin and its clients. As an adviser to our clients, our clients' interests must always be placed first and foremost, and our trading practices and procedures prohibit

unfair trading practices and seek to disclose and avoid any actual or potential conflicts of interests or resolve such conflicts in the client's favor.

### Brokerage Practices

We recommend the brokerage and custodial services of Charles Schwab & Co., Inc. ("Schwab"), an unaffiliated SEC registered broker-dealer and member of the Financial Industry Regulatory Authority and the Securities Investor Protection Corporation. Schwab offers independent investment advisors services which include custody of securities, trade execution, clearance, and settlement of transactions.

There is no direct link between our participation in the program and the investment advice we give to our Clients, although we receive economic benefits through our participation in the program that is typically not available to our custodian's retail investors. These benefits include the following products and services (provided without cost or at a discount): receipt of duplicate Client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving Advisor participants; access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to Client accounts); the ability to have advisory fees deducted directly from Client accounts; access to an electronic communications network for Client order entry and account information; access to mutual funds with no transaction fees and to certain institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to us by third-party vendors.

The benefits received by Salomon and Ludwin or its personnel through participation in these programs do not depend on the amount of brokerage transactions directed to the custodian. We believe that our custodian provides quality execution services for you at competitive prices. Price is not the sole factor we consider in evaluating the best execution. We also consider the quality of the brokerage services provided by our custodian, including the value of the firm's reputation, execution capabilities, commission rates, and responsiveness to our clients and our firm. In recognition of the value of the services our custodian provides, you may pay higher commissions and/or trading costs than those that may be available elsewhere, however, Schwab often charges no commission.

Salomon and Ludwin guides clients through the application process and provides clients with all necessary information and disclosures related to its wrap program, including full disclosure related to all fees, investments risks, and suitability.

### Client Directed Brokerage

If the client directs that trades be executed through another Broker-Dealer, the client is responsible for negotiating the terms and conditions (including, but not limited to, commission rates) relating to all services to be provided by that Broker-Dealer. Salomon and Ludwin will assume no responsibility for obtaining the "best execution" of your trade. Additionally, the use of directed brokerage may negatively impact performance. The use of outside Broker-Dealers often results in external commissions, transaction costs, and other processing fees which are not included in your wrap program fees and which may not be readily apparent. These costs are not charged

by Salomon and Ludwin and do not benefit the firm or its personnel.

### Trade Aggregation

Transactions for each client account generally will be executed independently unless the firm decides to purchase or sell the same securities for several clients at approximately the same time. Salomon and Ludwin may (but is not obligated to) combine or “batch” such orders in an effort to obtain the best execution, to negotiate more favorable commission rates, or to allocate equitably among its client’s differences in prices and commissions or other transaction costs that might have been obtained had such orders been placed independently. Under this procedure, transactions will be averaged as to price and transaction costs and will be allocated among Salomon and Ludwin’s clients in proportion to the purchase and sale orders placed for each client account on any given day. If Salomon and Ludwin cannot obtain the execution of all the combined orders at prices or for transactions costs that it believes are desirable, the firm will allocate the securities that it does buy or sell as part of the combined orders by following Salomon and Ludwin’s order allocation procedures. Salomon and Ludwin will aggregate and allocate trades when it believes, in its sole judgment, that it is to the benefit of its clients. However, this process may result in external commissions, transaction costs, and other processing fees which are not included in your wrap program fees and which may not be readily apparent. These costs are not charged by Salomon and Ludwin and do not benefit the firm or its personnel.

### Research and Other Benefits

Schwab provides Salomon and Ludwin with certain research and technology. Our custodian may provide

such services without cost or at a discount. Salomon and Ludwin receives the software and support because it renders investment services to clients that maintain assets at our custodian. Our custodian provides certain research services to the Advisor without monetary cost. This practice, known as “soft dollars,” creates an economic benefit that creates a conflict of interest since these benefits can influence Salomon and Ludwin’s choice of Schwab as broker-dealer over another broker-dealer that does not furnish similar software, systems support, or services. These benefits may or may not benefit our advisory clients.

### Review of Accounts

Accounts will be reviewed internally on a regular basis. The client will be provided with written reports containing relevant information at least annually, and client accounts will be rebalanced as required. Reviews are conducted by Investment Advisor Representatives (IARs) of the firm. Salomon and Ludwin may also provide clients with quarterly performance reports of their managed accounts.

Accounts will also be reviewed by the Chief Compliance Officer, Jacob Salomon, and/or his designee. Review of the accounts on a quarterly basis will be evidenced in writing and will be maintained by the Firm.

Clients will receive monthly statements from the custodian detailing all transactions made on their behalf. If the client’s account has no activity, the custodian will provide a quarterly statement. This statement will include all deposits, withdrawals, as well as entries showing the associated management fees and expenses charged/debited from the client’s accounts. These reports will show the current market

values and transactions during the past month or quarter as well as interest, dividends, and capital gains for the reporting period. Statements provided by the custodian are the true representation of client account value and takes all precedence over account statements provided by the Firm.

#### Client Referrals and Other Compensation Referral Arrangements

Salomon and Ludwin's proprietary TriggerPoint technology patent is owned exclusively by Salomon and Ludwin. We maintain a relationship with DynaLogic Signals to promote our TriggerPoint strategy to others. Salomon and Ludwin may receive some compensation as a result of this arrangement. At this time Salomon and Ludwin does not pay any entity or person for referrals. At any time in the future, Salomon and Ludwin may enter into a referral arrangement and elect to compensate certain third parties for such referrals. Clients whose accounts are the subject of such referral fees will receive full disclosure of the terms of the referral arrangement. In no case will any referral payment reduce the value of the investment or reduce the assets in the client account or violate the terms of Salomon and Ludwin's Code of Ethics.

#### Custody

Accounts are held at Schwab which maintains custody of client accounts. The relationship between our custodian and Salomon and Ludwin is more fully described in Section 12.

You will receive account statements directly from your custodian at least quarterly. The statement will be sent to the email or postal mailing address you provided to the custodian. You should carefully review these statements promptly when you receive them. Salomon

and Ludwin urges you to carefully review such statements and compare such official custodial records to the account statements you will receive from us. Our statements may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities. Statements provided by the custodian are the true representation of client account value and takes all precedence over account statements or reports provided by us.

While Schwab is considered a qualified custodian of your assets, Salomon and Ludwin may be deemed to have "custody" for limited situations such as those listed below:

- With your authorization, the firm deducts fees directly from your account.
- The firm accepts standing instructions for delivery of funds and securities from your account.
- The firm may, on occasion, accept a stock or other certificate or a check for deposit into your advisory account.

#### Investment Discretion

Salomon and Ludwin manages money on a discretionary basis. Clients who open discretionary accounts are required to execute an Investment Advisory Agreement which, among other things, grants Salomon and Ludwin advisor representatives' authority to manage client assets on a discretionary basis, meaning we have the authority to select the identity and amount of securities to be bought or sold in the clients' account without obtaining specific client consent. In all cases, however, such discretion is to be exercised in a manner consistent with the stated investment objective for the particular client account.

As mentioned above, clients may generally not impose restrictions on investing in certain securities or types of securities. When selecting securities and determining

amounts, Salomon and Ludwin observes to the best of their abilities the investment policies, limitations, and restrictions of the clients for which it advises, if any. For registered investment companies, Salomon and Ludwin's authority to trade securities may also be limited by certain federal securities and tax laws.

#### Financial Information

Registered investment advisers are required in this Item to provide clients and prospective clients with certain financial information or disclosures about their firm's financial condition. Salomon and Ludwin has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients and has not been the subject of a bankruptcy proceeding.

ANY QUESTIONS: Salomon & Ludwin's Chief Compliance Officer, Jacob Salomon, remains available to address any questions regarding this Wrap Fee Brochure.