



WINTHROP  
WEALTH

*a Registered Investment Adviser*

## **Form ADV Wrap Fee Brochure**

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### **Item 1. Cover Page**

This wrap fee program brochure provides information about the qualifications and business practices of Winthrop Advisory Group, LLC D/B/A Winthrop Wealth ("WW"). If you have any questions about the contents of this Brochure, please contact us using the information listed above. The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission ("SEC") or by any state securities authority.

Winthrop Wealth, LLC (CRD# 288178) is a registered investment advisor with the SEC. Registration of an investment advisor does not imply any certain level of skill or training.

Additional information about WW, such as WW's Form CRS (Client Relationship Summary) is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) and upon request.

## Item 2. Material Changes

Since the last annual update of this brochure in March 2025, the following material changes to the Wrap Fee Program have occurred:

- 3/31/2026: WW clarified that Program (wrap fee) accounts are custodied at LPL Financial LLC on the Strategic Wealth Management (SWM-ADV) platform only.
- 3/31/2026: WW clarified that WW does not use Sub-Advisers/sub-managers or third-party portfolio managers (TPMs) in the Wrap Fee Program; if a client engages an unaffiliated adviser/manager, such arrangement is offered outside the Program under separate disclosures and agreements.
- 3/31/2026: WW added disclosure regarding discretionary investment management services for donor-advised funds (DAFs) offered through the custodian's wrap fee program platform.
- 3/31/2026: WW added disclosure regarding securities-backed lines of credit/collateralized lending programs available through LPL.
- 3/31/2026: WW updated disclosures regarding custodial ownership interests and certain contingent earn-out arrangements that may create incentives to recommend particular custodians for Wrap Fee Program accounts.
- 3/31/2026: WW updated its client referral disclosures to reflect the terminology and requirements of the SEC's Investment Adviser Marketing Rule.
- 9/02/2025: WW signed a term loan promissory note (see Item 9 – Financial Information).
- 8/29/2025: WW entered an agreement to purchase assets from Mercer Asset Management, Inc., CRD# 115660. WW and its advisory representatives have a financial interest in recommending clients of Mercer Asset Management, Inc. become clients of WW and choose LPL Financial as custodian for their assets.

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## Item 4. Services, Fees, & Compensation

### DESCRIPTION OF THE TYPES OF ADVISORY SERVICES

Winthrop Advisory Group, LLC D/B/A Winthrop Wealth ("WW") was approved for registration with the SEC in April 2017 and is based in Boston, Massachusetts. WW is principally owned by Mark S. Winthrop and Earl B. Winthrop.

WW offers its investment management services primarily through the Winthrop Wealth Wrap Fee Program ("Program") where it serves as the Program's sponsor and sole Portfolio Manager. Under the Program, clients pay a single asset-based fee for investment advisory services and certain trading and custodial-related services. Program accounts are custodied at LPL Financial LLC ("LPL") on LPL's Strategic Wealth Management ("SWM-ADV") platform only.

As part of the Program, and subject to the features and limitations of the SWM-ADV platform, WW may provide discretionary investment management services for assets held in donor-advised fund ("DAF") accounts, may assist clients in evaluating collateralized lending programs (including securities-backed lines of credit) that are available through the custodian, as applicable. Not all services are available for all account types and eligibility and platform restrictions may apply.

### Investment Management Services

WW manages client investment portfolios on a discretionary or non-discretionary basis. WW will offer clients ongoing asset management services through determining individual investment goals, time horizons, objectives, and risk tolerance. Investment strategies, investment selection, asset allocation, portfolio monitoring, and the overall investment program will be based on the above factors.

#### ***Discretionary***

When the Client elects to use WW on a discretionary basis, the Client will sign a limited trading authorization or equivalent allowing WW to determine the securities to be bought or sold and the amount of the securities to be bought or sold. WW will have the authority to execute transactions in the account without seeking Client approval on each transaction.

#### ***Non-Discretionary***

When the Client elects to use WW on a non-discretionary basis, WW will determine the securities to be bought or sold and the amount of the securities to be bought or sold. However, WW will obtain prior Client approval on each and every transaction before executing any transaction.

### Investment Management Fees

WW offers services under the Program for an annual asset-based fee (the "Program Fee") based on the amount of assets under management, including cash balances. The Program Fee varies between 30 and 200 basis points (0.30% – 2.00%), depending upon the size and composition of a client's portfolio and the type of services rendered.

The Program Fee is prorated and charged quarterly, in advance, based upon the market value of the assets being managed by WW on the last day of the previous billing period. If assets are deposited into or withdrawn from an account after the inception of a billing period, the fee payable with respect to such assets is adjusted to reflect the interim change in portfolio value. For the initial period of an engagement, the fee is calculated on a *pro rata* basis.

All Program (wrap fee) accounts are custodied at LPL Financial LLC ("LPL") on LPL's Strategic Wealth Management ("SWM-ADV") platform only. LPL is responsible for calculating and deducting Program Fees from the account based upon the client's written authorization.

In addition to the Program Fee, clients may incur certain fees and expenses charged by custodians, broker-dealers, and/or investments held in the account (for example, mutual fund or exchange-traded fund internal management fees and expenses). The specific fees and expenses that apply depend on the investments selected and the custodial platform.

If a client uses a donor-advised fund ("DAF") program available through the custodian's platform, the DAF sponsor typically charges administrative, program, and/or other account-level fees that are separate from, and in addition to, the Program Fee. If a client uses a collateralized lending program (including a securities-backed line of credit) made available through the custodian, the client will pay interest and any other fees charged by the lending bank; such interest and fees are separate from, and in addition to, the Program Fee.

WW may, in its sole discretion, negotiate to charge a lesser fee based upon certain criteria, such as anticipated future earning capacity, anticipated future additional assets, dollar amount of assets to be managed, related accounts, account composition, pre-existing/legacy client relationship, account retention and pro bono activities.

For all services, Clients may terminate their engagement with WW within five (5) business days of signing an Agreement with no obligation and without penalty. After the initial five (5) business days, the Agreement may be terminated by WW with thirty (30) days written notice to Client and by the Client at any time with written notice to WW. For accounts opened or closed mid-billing period, fees will be prorated based on the days services are provided during the given period. In the case of hourly engagements, fees will be prorated based on the work completed at the stated hourly rate. All unpaid earned fees will be due to WW and all unearned fees will be refunded to the Client. Any increase in fees will be acknowledged in writing by both parties before any increase in said fees occurs.

Program accounts include the execution of transactions through the Program's broker-dealer/custodian, LPL, as part of the Program Fee. WW pays LPL an asset-based charge for the SWM-ADV platform rather than paying transaction-based charges on each trade. Certain charges, however, may not be covered by the Program Fee (for example, internal expenses of pooled investments and certain account-level or product-level fees).

**Program Fee Coverage and Exclusions.** The Program Fee generally covers trading costs for transactions executed in the Program account through LPL as part of the wrap fee program. However, the Program Fee may not cover certain custodian charges, including wire fees and other miscellaneous account and service fees as set forth by the custodian and/or the SWM-ADV platform, as applicable.

**Brokerage Practices (Wrap Program).** Program accounts are maintained on LPL's Strategic Wealth Management (SWM-ADV) platform, and trades in Program accounts are executed through LPL as the Program broker-dealer/custodian. WW does not permit clients to direct brokerage or request that trades be executed away from LPL ("trading away") for Program accounts. Accordingly, WW does not negotiate commission rates on a trade-by-trade basis for Program accounts, and clients will not be able to select other brokers to execute transactions in their Program accounts.

WW's general practices regarding trade aggregation and allocation are described in Item 12 of the Firm's ADV Part 2A.

### FEE COMPARISON

Clients may be able to purchase services similar to those offered under the Program from other service providers either separately or as part of a similar wrap fee program. The cost of the Program compared to non-wrap arrangements will vary depending on the overall services provided and the amount of trading activity in the account. Clients generally do not pay more for the Program solely because it is a wrap fee program; however, depending on a client's trading frequency and the fees charged by other service providers, a wrap fee arrangement could be more or less costly than paying separately for advisory services and transaction costs.

### ADDITIONAL COMPENSATION

Neither WW nor its employees receive compensation, other than the Program Fee, for the recommendation to the client or the client's participation in the Program.

## **Item 5. Account Requirements and Types of Clients**

WW offers services to individuals, high-net-worth individuals, trusts, estates, pension and profit-sharing plans, charitable organizations, corporations, and business entities. The Program may also be used for certain donor-advised fund ("DAF") accounts, as permitted by the custodian's platform.

WW does not currently have a minimum account requirement for the Program, subject to any applicable custodian or platform requirements.

## **Item 6. Portfolio Manager Selection and Evaluation**

### PORTFOLIO MANAGER SELECTION AND EVALUATION

WW is the sole Portfolio Manager and Advisor for the Program. WW develops each portfolio strategy around each Client's unique financial goals. The portfolio development process includes:

- Determining the timing targets of the Clients goals
- Analyzing the individual risk/return comfort level
- Developing specific investment strategies using a variety of investment methods (shown below) to match the clients total situation
- Monitoring the investments mix in an ongoing manner
- Providing ongoing meaningful communication between the advisor and the Client, assuring the investment plan is in concert with the total financial and family situations as they are now and as they evolve.

The following industry standards may be used to evaluate the Portfolio Manager's performance in security selection:

- Morningstar Risk Rating (is the holding's measure should be equal to or better than its return rating; a risk rating of average or lower is better than high; favorable example: low risk rating and average return rating)
- Morningstar Return Rating (the investment's rating should be equal to or better than its risk rating; a return rating of average or higher is better than low; unfavorable example: high risk

rating and average return rating)

- Alpha (how an investment's return compares with the returns of its peer group); the investment's 3-year alpha should show no difference or a positive difference between its total return and the return of its peer group.
- Sharpe Ratio (evaluates a Mutual Fund's or Exchange Traded Fund's risk adjusted performance); The Sharpe Ratio is calculated by taking the excess return of a portfolio, relative to the risk-free rate, and dividing it by the Standard Deviation of the portfolio's excess returns (Standard Deviation is a statistical measure of volatility over a period of time). The higher a portfolio's Sharpe Ratio, the better its risk-adjusted performance.
- Morningstar Category (this identifies the investment's general investment category; stocks have nine categories: large company, mid-cap company and small company for each of the growth, core, and value stock styles; bonds also have nine categories: short, intermediate, and long maturities for each of the high, medium, and low-quality ratings) The investment should be in the same category it was selected to fulfill in the portfolio's allocation strategy.

There is a natural potential conflict of interest with the Portfolio Manager conducting the ongoing review of the standards by which the Portfolio Manager's selection and management have been acceptable. The fact that the measures are completely objective, are provided by Morningstar, a well-known investment data provider, and not subject to manipulation act to mitigate this potential conflict.

## RELATED PERSONS AS PROGRAM MANAGERS

WW serves as the Program sponsor and provides portfolio management services under the Program. WW does not offer access to affiliated or unaffiliated portfolio managers through the Wrap Fee Program, and does not utilize Sub-Advisers/sub-managers or third-party portfolio managers ("TPMs") in the Program. To the extent that WW receives the Program Fee as a result of recommending the Program and providing portfolio management services, WW has a conflict of interest with its clients.

## ADDITIONAL PROGRAM INFORMATION

### **Advisory Services**

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WW tailors its advisory services to meet the needs of its individual clients and seeks to ensure, on a continuous basis, that client portfolios are managed in a manner consistent with those needs and objectives. WW consults with clients on an initial and ongoing basis to assess their specific risk tolerance, time horizon, liquidity constraints and other related factors relevant to the management of their portfolios. Clients are advised to promptly notify WW if there are changes in their financial situation or if they wish to place any limitations on the management of their portfolios. Clients can impose reasonable restrictions or mandates on the management of their accounts if WW determines, in its sole discretion, that the conditions would not materially impact the performance of a management strategy or prove overly burdensome to the Firm's management efforts.

WW manages both wrap and non-wrap programs in the same manner. WW receives a portion of the Wrap Fee.

### **Performance-Based Fees and Side-by-Side Management**

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Fees are not based on a share of the capital gains or capital appreciation of managed securities. WW

does not use a performance-based fee structure nor "side-by-side" management because of the conflict of interest. Performance-based compensation may create an incentive for WW to recommend an investment that may carry a higher degree of risk to the Client.

WW does not provide any services for a performance-based fee (i.e., a fee based on a share of capital gains or capital appreciation of a client's assets).

## **Risks of Investments and Strategies Utilized**

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The goals and objectives for each Client are documented in our Client files. Investment strategies are created that reflect the stated goals and objectives. Clients may impose restrictions on investing in certain securities or types of securities. These restrictions may, however, prohibit engagement with WW.

Fees are not based on a share of the capital gains or capital appreciation of managed securities. WW does not use a performance-based fee structure nor "side-by-side" management because of the conflict of interest. Performance based compensation may create an incentive for WW to recommend an investment that may carry a higher degree of risk to the Client.

Investing in securities involves risk of loss that Clients should be prepared to bear. Past performance is not a guarantee of future returns. Security analysis methods may include:

Fundamental analysis concentrates on factors that determine a company's value and expected future earnings. This strategy would normally encourage equity purchases in stocks that are undervalued or priced below their perceived value. The risk assumed is that the market will fail to reach expectations of perceived value.

Technical analysis attempts to predict a future stock price or direction based on market trends. The assumption is that the market follows discernible patterns and if these patterns can be identified then a prediction can be made. The risk is that markets do not always follow patterns and relying solely on this method may not take into account new patterns that emerge over time.

Charting analysis strategy involves using and comparing various charts to predict long and short-term performance or market trends. The risk involved in using this method is that only past performance data is considered without using other methods to crosscheck data. Using charting analysis without other methods of analysis would be making the assumption that past performance will be indicative of future performance. This may not be the case.

Cyclical analysis assumes that the markets react in cyclical patterns which, once identified, can be leveraged to provide performance. The risks with this strategy are twofold: 1) the markets do not always repeat cyclical patterns; and 2) if too many investors begin to implement this strategy, then it changes the very cycles these investors are trying to exploit.

Quantitative analysis deals with measurable factors as distinguished from qualitative considerations such as the character of management or the state of employee morale, such as the value of assets, the cost of capital, historical projections of sales, and so on.

Modern portfolio theory is a theory of investment that attempts to maximize portfolio expected return for a given amount of portfolio risk, or equivalently minimize risk for a given level of expected return, each by carefully choosing the proportions of various assets.

The investment strategy for a specific Client is based upon the objectives stated by the Client during consultations. The Client may change these objectives at any time by providing written notice to WW. Client provide information to WW regarding their individual financial situations and restrictions. WW uses this information to develop strategies that align with each Client's goals and situation.

WW's investment philosophy is rooted in prudence with an emphasis on long-term investing.

### ***Prudence***

WW believes that it is critically important to first have a thorough understanding of the quantitative aspects of its clients' unique financial situations, as well as a deep connection to the qualitative elements of individual goals, objectives, and aspirations. Whether the client is an individual or institution, WW goes to great lengths to understand its clients in a multidimensional way.

### ***Long-Term Approach***

WW believes that the most successful investment strategies employ a long-term approach - as markets can be extremely volatile in the short-term. WW invests in established, time-tested asset classes that have optimal risk/return profiles over multiple market cycles. This approach results in a principal allocation to equity and fixed income asset classes. In certain circumstances WW creates an ancillary allocation to alternative investments. Passively managed funds (i.e. index funds) can be utilized to seek diversification and efficiency within a portfolio while actively managed funds can offer flexibility, risk mitigation, and potential alpha over benchmark indices. The WW Investment Committee has created the following four (4) step process to pursue the objectives of its clients:

#### ***Step 1: Analyze Goals and Current Portfolio***

WW is committed to its clients who are stewards for significant assets by providing consulting services that extend beyond the scope of a traditional asset management relationship. Some of these additional services include spending/investment program development, review of current asset allocation, manager searches, ongoing performance monitoring, and specialized reporting.

#### ***Step 2: Determine Investment Policy and Asset Allocation***

WW believes that a disciplined methodology is essential to the creation of an effective investment policy and the implementation of an efficient asset allocation strategy. Through WW's extensive client due diligence process and ongoing interactions/consultation, the Firm will provide suggestions to keep the client's investment program aligned with the evolving needs and objectives of that client and craft an asset allocation reflective of the Firm's strategic view of shifting market environments.

#### ***Step 3: Construct Portfolio***

WW will take into consideration qualitative and quantitative factors, organizational review findings and risk and performance measurements when selecting investment candidates. The portfolio will then be built using a combination of investment vehicles that seek to achieve the overall target allocation objectives.

#### ***Step 4: Manage and Monitor the Portfolio***

WW will monitor and assess the investments/managers within the portfolio on an ongoing basis. The Firm will also produce and deliver, with regular frequency, performance reports designed to help

evaluate performance relative to the stated goals and objectives.

**Investing in securities involves risk of loss that Clients should be prepared to bear. WW's investment approach constantly keeps the risk of loss in mind. Investors may face the following investment risks:**

**General Investment and Trading Risks.** Clients may invest in securities and other financial instruments using strategies and investment techniques with significant risk characteristics. The investment program utilizes such investment techniques as option transactions, margin transactions, short sales, leverage, and derivatives trading, the use of which can, in certain circumstances, maximize the adverse impact to which a Client may be subject.

**Interest-rate Risk.** Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.

**Inflation Risk.** When any type of inflation is present, a dollar today will buy more than a dollar next year, because purchasing power is eroding at the rate of inflation.

**Currency Risk.** Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.

**Reinvestment Risk.** This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.

**Liquidity Risk.** Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.

**Management Risk.** The advisor's investment approach may fail to produce the intended results. If the advisor's assumptions regarding the performance of a specific asset class or fund are not realized in the expected time frame, the overall performance of the Client's portfolio may suffer.

**Cybersecurity Risk.** WW and its service providers may be subject to operational and information security risks resulting from cyberattacks. Cyberattacks include, among other behaviors, stealing or corrupting data maintained online or digitally, denial of service attacks on websites, the unauthorized release of confidential information or various other forms of cybersecurity breaches. Cybersecurity attacks affecting WW and its service providers may adversely impact Clients. For instance, cyberattacks may interfere with the processing of transactions, cause the release of private information about Clients, impede trading, subject WW to regulatory fines or financial losses, and cause reputational damage. Similar types of cybersecurity risks are also present for issuers of securities in which Clients may invest in, qualified custodians, governmental and other regulatory authorities, exchange and other financial market operators, or other financial institutions. Cybersecurity incidents that could ultimately cause them to incur losses, including for example: financial losses, cost and reputational damages, and loss from damage or interruption of systems. Although WW has established its systems to reduce the risk of these incidents from coming to fruition, there is no guarantee that these efforts will always be successful, especially considering that WW does not directly control the cybersecurity measures and policies employed by third party service providers.

**Options Trading.** The risks involved with trading options are that they are very time sensitive investments. An options contract is generally a few months. The buyer of an option could lose his or her entire investment even with a correct prediction about the direction and magnitude of a particular price change if the price change does not occur in the relevant time period (i.e., before the option expires). Additionally, options are less tangible than some other investments. An option is a “book-entry” only investment without a paper certificate of ownership.

**Trading on Margin.** In a cash account, the risk is limited to the amount of money that has been invested. In a margin account, risk includes the amount of money invested plus the amount that has been loaned. As market conditions fluctuate, the value of marginable securities will also fluctuate, causing a change in the overall account balance and debt ratio. As a result, if the value of the securities held in a margin account depreciates, the Client will be required to deposit additional cash or make full payment of the margin loan to bring the account back up to maintenance levels. Clients who cannot comply with such a margin call may be sold out or bought in by the brokerage firm.

**Exchange-Traded Funds.** ETFs are a type of index fund bought and sold on a securities exchange. The risks of owning an ETF generally reflect the risks of owning the underlying securities they are designed to track, although lack of liquidity in an ETF could result in it being more volatile and ETFs have management fees that increase their costs. ETFs are also subject to other risks, including: (i) the risk that their prices may not correlate perfectly with changes in the underlying reference units; and (ii) the risk of possible trading halts due to market conditions or other reasons that, in the view of the exchange upon which an ETF trades, would make trading in the ETF inadvisable.

**Mutual Fund Risks.** An investment in mutual funds could lose money over short or even long periods. A mutual fund's share price and total return are expected to fluctuate within a wide range, like the fluctuations of the overall stock market.

**Common Stocks and Equity-Related Securities.** Certain ETFs or mutual funds hold common stock. Prices of common stock react to the economic condition of the company that issued the security, industry and market conditions, and other factors which may fluctuate widely. Investments related to the value of stocks may rise and fall based on an issuer's actual and anticipated earnings, changes in management, the potential for takeovers and acquisitions, and other economic factors. Similarly, the value of other equity-related securities, including preferred stock, warrants, and options may also vary widely.

**Small- and Mid-Cap Risks.** Certain ETFs and mutual funds hold securities of small- and mid-cap issuers. Securities of small-cap issuers may present greater risks than those of large-cap issuers. For example, some small- and mid-cap issuers often have limited product lines, markets, or financial resources. They may be subject to high volatility in revenues, expenses, and earnings. Their securities may be thinly traded, may be followed by fewer investment research analysts, and may be subject to wider price swings and thus may create a greater chance of loss than when investing in securities of larger-cap issuers. The market prices of securities of small- and mid-cap issuers generally are more sensitive to changes in earnings expectations, to corporate developments, and to market rumors than are the market prices of large-cap issuers.

**Futures, Commodities, and Derivative Investments.** Certain ETFs and mutual funds hold commodities, commodities contracts, and/or derivative instruments, including futures, options and

swap agreements. The prices of commodities contracts and derivative instruments, including futures and options, are highly volatile. Payments made pursuant to swap agreements may also be highly volatile. Price movements of commodities, futures and options contracts, and payments pursuant to swap agreements are influenced by, among other things, interest rates, changing supply and demand relationships, trade, fiscal, monetary and exchange control programs and policies of governments, and national and international political and economic events and policies. The value of futures, options, and swap agreements also depends upon the price of the commodities underlying them. In addition, Client assets are subject to the risk of the failure of any of the exchanges on which its positions trade or of its clearinghouses or counterparties.

**Highly Volatile Markets.** The prices of financial instruments can be highly volatile. Price movements of forward and other derivative contracts are influenced by, among other things, interest rates, changing supply and demand relationships, trade, fiscal, monetary and exchange control programs and policies of governments, and national and international political and economic events and policies. Clients are also subject to the risk of failure of any of the exchanges on which their positions trade or of its clearinghouses.

**Non-U.S. Securities.** Certain ETFs and mutual funds hold securities of non-U.S. issuers. Investments in securities of non-U.S. issuers pose a range of potential risks which could include expropriation, confiscatory taxation, imposition of withholding or other taxes on dividends, interest, capital gains or other income, political or social instability, illiquidity, price volatility, and market manipulation. In addition, less information may be available regarding securities of non-U.S. issuers, and non-U.S. issuers may not be subject to accounting, auditing and financial reporting standards, and requirements comparable to or as uniform as those of U.S. issuers.

**Emerging Markets.** Certain ETFs and mutual funds hold securities of emerging markets issuers. In addition to the risks associated with investments outside of the United States, investments in emerging markets (i.e., the developing countries) may involve additional risks. Emerging markets generally are not as efficient as those in developed countries. In some cases, a market for the security may not exist locally, and transactions will need to be made on a neighboring exchange. Volume and liquidity levels in emerging markets are lower than in developed countries. When seeking to sell emerging market securities, little or no market may exist for the securities. In addition, issuers based in emerging markets are not generally subject to uniform accounting and financial reporting standards, practices, and requirements comparable to those applicable to issuers based in developed countries, thereby potentially increasing the risk of fraud or other deceptive practices.

**Capitalization Risks.** Investing in Companies within the same market capitalization category carries the risk that the category may be out of favor due to current market conditions or investor sentiment.

**Market Risks.** Turbulence in the financial markets and reduced liquidity may negatively affect issuers of securities held in client portfolios, which could have an adverse effect on portfolio values. If such securities experience poor liquidity, investors may be unable to transact at advantageous times or prices, which may decrease portfolio returns.

Policy changes by central governments and governmental agencies, including the Federal Reserve, the European Central Bank, and other monetary or fiscal authorities—may cause increased volatility in financial markets. Such policy changes may include adjustments to interest rates, modifications to

quantitative easing or tightening programs, changes in trade or tariff policy, government spending or taxation changes, the imposition of sanctions or capital controls, and evolving regulatory frameworks, any of which could have a negative impact on the value of client investments.

Local, regional, or global events, such as armed conflicts, acts of terrorism, pandemics or other public health crises, natural disasters, cyberattacks on critical infrastructure, energy supply disruptions, recessions, sovereign debt crises, or significant political instability, could have a material impact on financial markets and the value of client investments. These events may result in, among other things, extreme market volatility; reduced liquidity; disruptions to business operations, supply chains, and consumer demand; significant sector-specific losses; and broader economic downturns.

Recent history illustrates the range and severity of such risks. The COVID-19 pandemic (2020–2022) caused extreme volatility, sharp declines in equity markets, and widespread economic disruption. Subsequent periods of elevated inflation and rapid central bank rate increases (2022–2024) led to significant repricing across fixed income and equity markets. Ongoing geopolitical tensions, including armed conflicts, trade disputes, and shifting international alliances, have contributed to persistent market uncertainty. These examples are illustrative and not exhaustive; future events of a similar or different nature may produce comparable or greater market disruption.

In addition, technological developments, including the rapid adoption of artificial intelligence, algorithmic trading, and increased interconnectedness of global financial systems—may introduce new sources of market risk, including concentration risk, model-driven herding behavior, and systemic vulnerabilities that are difficult to anticipate or mitigate.

The values of securities held in client portfolios could decline over short periods due to sudden market movements and over longer periods during sustained market downturns. Clients should be prepared for the possibility that any or all of the risks described above may materially and adversely affect the value of their investments.

**Penny Stock Risks.** Generally, Penny Stocks are low-priced shares of small companies that are not traded on an exchange. Penny Stocks typically trade over-the-counter, such as on the OTC Bulletin Board or Pink Sheets. Penny Stocks, unlike listed stocks, are not subject to SEC reporting requirements or the listing standards of stock exchanges. Because of this, information about the Penny Stock companies can be difficult to find and verify. Penny Stocks also have lower liquidity as they are traded less frequently. This also leads to higher volatility. For these reasons, Penny Stocks are considered to be speculative investments and Clients who trade in penny stocks should be prepared for the possibility that they may lose their entire investment, or an amount in excess of their investment if they purchased Penny Stocks on margin.

**Variable Annuity Risk.** A variable annuity is a form of insurance where the seller or issuer (typically an insurance company) makes a series of future payments to a buyer (annuitant) in exchange for the immediate payment of a lump sum (single-payment annuity) or a series of regular payments (regular-payment annuity). The payment stream from the issuer to the annuitant has an unknown duration based principally upon the date of death of the annuitant. At this point, the contract will terminate, and the remainder of the funds accumulated are forfeited unless there are other annuitants or beneficiaries in the contract. Annuities can be purchased to provide an income during retirement. Unlike fixed annuities that make payments in fixed amounts or in amounts that increase by a fixed

percentage, variable annuities, pay amounts that vary according to the performance of a specified set of investments, typically bond and equity mutual funds. Many variable annuities typically impose asset-based sales charges or surrender charges for withdrawals within a specified period. Variable annuities may impose a variety of fees and expenses, in addition to sales and surrender charges, such as mortality and expense risk charges; administrative fees; underlying fund expenses; and charges for special features, all of which can reduce the return. Earnings in a variable annuity do not provide all the tax advantages of 401(k)s and other before-tax retirement plans. Once the investor starts withdrawing money from their variable annuity, earnings are taxed at the ordinary income rate, rather than at the lower capital gains rates applied to other non-tax-deferred vehicles which are held for more than one year. Proceeds of most variable annuities do not receive a "step-up" in cost basis when the owner dies like stocks, bonds and mutual funds do. Some variable annuities offer "bonus credits." These are usually not free. In order to fund them, insurance companies typically impose mortality and expense charges and surrender charge periods. In an exchange of an existing annuity for a new annuity (so-called 1035 exchanges), the new variable annuity may have a lower contract value and a smaller death benefit; may impose new surrender charges or increase the period of time for which the surrender charge applies; may have higher annual fees; and provide another commission for the broker.

**Alternative Investments.** When appropriate for a Client's objective, risk tolerance and qualifications, WW recommends the client participate in private issues, such as single purpose vehicles, funds of funds, private equity, and hedge funds. These are usually structured as limited partnerships with differing minimum investments, liquidity, fees, and carriers.

**The foregoing list of risk factors does not purport to be a complete enumeration or explanation of the risks involved in an investment with WW.**

## **Voting Client Securities**

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WW does not accept the authority to vote a client's securities (i.e., proxies) on their behalf. Clients receive proxies directly from the Client's custodian, and may contact the Firm at the contact information on the cover of this brochure with questions about any such issuer solicitations.

## **Item 7. Client Information Provided to Portfolio Managers**

WW is the sole Portfolio Manager of the Program and collects and shares nonpublic information (such as financial information, investment objectives, and risk tolerance) about Clients to aid in providing appropriate and suitable investment advice. Nonpublic personal information about Clients will be shared consistent with the disclosures made on WW's Privacy Policy.

## **Item 8. Client Contact with Portfolio Managers**

Clients are always free to directly contact their Portfolio Manager(s) with any questions or concerns they have about their portfolios or other matters.

## **Item 9. Additional Information**

### **DISCIPLINARY INFORMATION**

WW and its management have not been involved in any criminal or civil actions, administrative or self-

regulatory enforcement proceedings, nor any legal or disciplinary events that are material to a Client's or prospective Client's evaluation of WW or the integrity of its management.

## OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS

### **Other Industry Registrations**

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Neither WW nor its management persons are registered or have an application pending to register as a broker-dealer or a registered representative of a broker-dealer.

Neither WW nor its management persons are registered or have an application pending to register as a futures commission merchant, commodity pool operator, or commodity trading advisor.

### **Relationships Material to this Advisory Business and Possible Conflicts of Interest**

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#### ***Licensed Insurance Agents***

A number of the Firm's Supervised Persons are licensed insurance agents and offer certain insurance products on a fully disclosed commissionable basis. A conflict of interest exists to the extent that WW recommends the purchase of insurance products where its Supervised Persons are entitled to insurance commissions or other additional compensation. The Firm has procedures in place whereby it seeks to ensure that all recommendations are made in its clients' best interest regardless of any such affiliations.

#### ***Licensed Real Estate Agents***

Certain of the Firm's Supervised Persons are separately licensed real estate agents who offer real estate services on a fully disclosed commissionable basis. A conflict of interest exists to the extent that a WW Supervised Person recommends that a WW client engage a Supervised Person for real estate services where they are entitled to real estate commissions or other additional compensation. The Firm has procedures in place whereby it seeks to ensure that all recommendations are made in its clients' best interest regardless of any such affiliations.

#### ***Tax Preparation Services***

Certain of the Firm's Supervised Persons are also in the business of providing tax preparation services through Unified Tax Services, LLC (the "tax practice"), separate and distinct from the services described in this brochure. The tax practice is owned by the Supervised Person and is not affiliated with WW. While clients of WW may choose to use the services of the tax practice, they are under no obligation to do so. WW may refer clients to the tax practice for tax preparation services to the extent WW believes it is in the client's best interest. WW does not receive any compensation for the referral or otherwise share in the fee charged for tax preparation services. However, WW may receive introductions of potential clients from the tax practice in the normal course of business. WW does not pay for these introductions. This cross-marketing opportunity described above presents a conflict of interest. Specifically, WW could have an incentive to refer clients to the tax practice in exchange for receiving introductions to new client, for example. This conflict of interest is addressed by making clients aware of the conflict through disclosure. In addition, clients should be aware that WW takes its responsibilities to clients very seriously and will not recommend the services of the tax practice unless it believes it is in the client's best interest.

#### ***Custodian Ownership Interest in Winthrop Wealth***

LPL Capital Partners, Inc. ("LPL Capital Partners"), an affiliate of LPL Financial LLC ("LPL"), which serves

as the primary custodian for WW clients, owns 20% of the equity of WW through a preferred equity investment. LPL Capital Partners and LPL have no direct control of the day-to-day business activities of WW. However, this presents a conflict of interest as WW will recommend clients to open accounts at LPL and may recommend other services of LPL.

Further, LPL Financial is a publicly traded company trading under the ticker "LPLA." WW's advisors may recommend that clients purchase or sell positions in LPLA, and some WW advisors may also hold their own positions in LPLA. WW does not receive any commissions, incentives, or any form of direct or indirect compensation from LPL based on any trading activity or recommendations of LPLA stock.

### ***Earn-Out Investment Proceeds***

LPL Capital Partners owns a minority equity interest in the Firm. In connection with this ownership interest, LPL Capital Partners may be obligated to invest additional funds based on growth in the Firm's assets under management over specified periods and certain Firm owners may receive payments in connection with these contingent earn-out payments. A portion of such earn-out compensation may be calculated differently based on whether client assets are custodied with LPL Financial or another qualified custodian, creating a financial incentive to recommend LPL as custodian. The Firm mitigates this conflict through its fiduciary duties to its clients and evaluation of custodial recommendations based on suitability, services, and costs to clients.

### ***Growth, Acquisition Strategy, and Related Conflicts***

The Firm has a strategic focus on growth through organic expansion and acquisitions, including the acquisition of assets and client relationships from Mercer Asset Management, Inc., and expects that similar growth initiatives may continue.

This strategy creates a potential conflict of interest, as the Firm and its owners have a financial incentive to retain clients of acquired practices and, where applicable, recommend custodial, platform, or service arrangements that facilitate integration or operational efficiency.

WW seeks to mitigate the conflicts arising from the Acquisition through disclosure, its fiduciary obligations, and its supervisory review of custodial recommendations, which are evaluated based on the client's individual needs, the quality and cost of custodial services, and the availability of investment products and execution capabilities.

### ***Collateralized Lending / Securities-Backed Lines of Credit***

WW may refer clients to, and may assist clients in evaluating, an LPL program that allows clients to pledge (collateralize) certain advisory accounts to obtain secured loans or lines of credit from participating banks ("securities-backed lines of credit" or "SBLOCs"). LPL receives compensation from participating banks based on the amount of outstanding loans under the program; WW does not receive any portion of this compensation.

Because WW generally charges advisory fees based on assets under management, WW has an incentive for clients to maintain assets in their advisory accounts. As a result, WW has a conflict of interest if it recommends that a client borrow against account assets rather than liquidate assets, even when selling assets could be in the client's best interest. WW addresses this conflict through

disclosure and by applying its fiduciary duty when evaluating SBLOC-related discussions and recommendations, including consideration of the client's stated objectives, liquidity needs, costs, and reasonable alternatives. SBLOC-related recommendations or assistance may also be subject to supervisory review and documentation, where appropriate.

When a client pledges assets in an account, the client borrows from a bank and uses cash and/or securities in the account as collateral, and the client pays interest and other charges to the bank. Due to LPL's arrangements with participating banks, clients may have limited ability to negotiate the most favorable loan terms. Clients are not required to use a participating bank under the LPL program and may seek financing from other banks or sources. Clients should understand that interest and any additional fees charged by the bank are separate from, and in addition to, the advisory fees paid to WW.

SBLOCs and similar collateralized loans involve additional risks. If the value of the pledged collateral declines, the bank may require the client to deposit additional collateral and/or reduce the outstanding loan balance (a "margin call"). If the client does not meet a margin call, the bank may have the right to liquidate securities or other assets in the pledged account, potentially without consulting the client or WW. Using an SBLOC may affect a client's investment strategy and liquidity planning, including by limiting the ability to sell or transfer pledged assets. Loan terms (including interest rates, loan-to-value requirements, collateral eligibility, fees, and the bank's liquidation rights) are established by the bank and may be variable and subject to change.

## SELECTION OF OTHER INVESTMENT ADVISERS

WW does not offer access to third-party portfolio managers, Sub-Advisers, or other investment advisers through the Wrap Fee Program. If WW recommends that a client engage an unaffiliated investment adviser or third-party manager, such services are offered outside of the Wrap Fee Program and will be governed by separate disclosures, agreements, and fee arrangements, as applicable.

## **Code of Ethics**

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The affiliated persons (affiliated persons include employees and/or independent contractors) of WW have committed to a Code of Ethics ("Code"). The purpose of our Code is to set forth standards of conduct expected of WW affiliated persons and addresses conflicts that may arise. The Code defines acceptable behavior for affiliated persons of WW. The Code reflects WW and its supervised persons' responsibility to act in the best interest of their Client.

One area which the Code addresses is when affiliated persons buy or sell securities for their personal accounts and how to mitigate any conflict of interest with our Clients. We do not allow any affiliated persons to use non-public material information for their personal profit or to use internal research for their personal benefit in conflict with the benefit to our Clients.

WW's policy prohibits any person from acting upon or otherwise misusing non-public or inside information. No advisory representative or other affiliated person, officer or director of WW may recommend any transaction in a security or its derivative to advisory Clients or engage in personal securities transactions for a security or its derivatives if the advisory representative possesses material, non-public information regarding the security.

WW's Code is based on the guiding principle that the interests of the Client are our top priority. WW's officers, directors, advisors, and other affiliated persons have a fiduciary duty to our Clients and must diligently perform that duty to maintain the complete trust and confidence of our Clients. When a conflict arises, it is our obligation to put the Client's interests over the interests of either affiliated persons or the company.

The Code applies to "access" persons. "Access" persons are affiliated persons who have access to non-public information regarding any Clients' purchase or sale of securities, or non-public information regarding the portfolio holdings of any reportable fund, who are involved in making securities recommendations to Clients, or who have access to such recommendations that are non-public.

WW will provide a copy of the Code of Ethics to any Client or prospective Client upon request.

### **Recommendations Involving Material Financial Interests**

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Neither WW nor its related persons recommend to Clients, or buys or sells for Client accounts, securities in which WW or a related person has a material financial interest.

### **Advisory Firm Purchase of Same Securities Recommended to Clients and Conflicts of Interest**

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WW and its affiliated persons may invest in the same securities (or related securities, e.g., warrants, options or futures) that WW or an affiliated person recommends to Clients. In order to mitigate conflicts of interest, such as frontrunning, WW's Chief Compliance Officer, or their designee, will no less than quarterly, review firm and/or personal holdings of its affiliated persons. These reviews ensure that the personal trading of affiliated persons does not disadvantage Clients of WW.

### **Client Securities Recommendations or Trades and Concurrent Advisory Firm Securities Transactions and Conflicts of Interest**

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WW and its affiliated persons may recommend securities, or buy or sell securities for Clients accounts, at or about the same time, that they also buy or sell the same securities in their own account(s). WW, for instance, will place trades in an account in an attempt to earn better than money market rates. In order to mitigate conflicts of interest, such as frontrunning, WW's Chief Compliance Officer, or their designee, will no less than quarterly, review firm and/or personal holdings of its affiliated persons. These reviews ensure that the personal trading of affiliated persons does not disadvantage Clients of WW.

## **REVIEW OF ACCOUNTS**

### **Frequency and Nature of Periodic Review and Who Makes Those Reviews**

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WW's Investment Committee, led by WW's Chief Investment Officer, reviews current and potential investment offerings, as well as current market conditions, on a monthly basis to develop and guide the Firm's investment strategies and philosophies.

Individual account reviews are conducted by each client's lead Investment Advisor Representative periodically but no less than annually. Reviews of Client accounts include, but are not limited to, a review of client-documented risk tolerance, adherence to account objectives, investment time horizon, and suitability criteria, reviewing target allocations of each asset class to identify if there is an opportunity for rebalancing, and reviewing accounts for tax loss harvesting opportunities.

Financial plans are updated as requested by the Client and pursuant to a new or amended agreement, WW suggests updating at least annually.

### **Factors That Will Trigger a Non-Periodic Review of Client Accounts**

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Account reviews will be conducted more frequently upon client request or if market conditions warrant. Such reviews are conducted by the Firm's investment adviser representatives along with other members of the Firm.

### **Content and Frequency of Regular Reports**

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Clients are provided with transaction confirmation notices and regular summary account statements directly from the Client's custodian. From time-to-time or as otherwise requested, clients may also receive written or electronic reports from WW and/or an outside service provider, which contain certain account and/or market-related information, such as an inventory of account holdings or account performance. Clients should compare the account statements they receive from their custodian with any documents or reports they receive from WW or an outside service provider.

## **CLIENT REFERRALS AND OTHER COMPENSATION**

### **Economic Benefits from Others**

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WW does not receive compensation or other economic benefits from third parties for client referrals or for recommending specific products or services, except as described in this brochure. WW may receive cash/non-cash benefits and other support from custodians and service providers (for example, transition assistance, business support, or practice management services), which are described in Item 12 of ADV2A (Brokerage Practices).

### ***Client Referrals and Promoter Arrangements***

WW may enter into arrangements with individuals and organizations, which may be affiliated or unaffiliated with WW, to solicit or refer prospective Clients to WW in exchange for compensation. Persons who provide compensated referrals, endorsements, or testimonials on behalf of WW are referred to as "promoters" under the SEC's Investment Adviser Marketing Rule (Rule 206(4)-1 under the Investment Advisers Act of 1940).

Compensated promoter arrangements are governed by written agreements between WW and the promoter that describe the scope of the promoter's activities and the terms of compensation. While the specific terms of each arrangement may differ, compensation is generally structured as a flat fee per referral or as a percentage of the advisory fee attributable to the introduced assets. Any such compensation is paid solely from WW's advisory fees and does not result in any additional charge to the Client.

In connection with any compensated promoter arrangement, WW will ensure that clear and prominent disclosure is provided to each prospective Client, either by WW or by the promoter, at the time of the solicitation or referral. Such disclosure will include: (i) whether the promoter is a client of WW; (ii) that the promoter is receiving compensation for the referral or endorsement; and (iii) any material conflicts of interest on the part of the promoter arising from the compensation arrangement or the promoter's relationship with WW. WW has adopted policies and procedures reasonably designed to ensure that promoter activities comply with the requirements of the Marketing Rule and

applicable state regulations. For additional information regarding WW's referral and compensation practices, please refer to Item 14 of WW's Form ADV Part 2A Brochure.

### FINANCIAL INFORMATION

WW does not solicit prepayment of more than \$1,200.00 in fees per client six months or more in advance.

WW has an outstanding loan for purposes of financing practice acquisition from LPL Financial LLC as of 9/02/2025 in the amount of \$800,000 to be repaid in monthly installments over the next approximately 10 year time period.

At this time, neither WW nor its management persons have any financial conditions that are likely to reasonably impair its ability to meet contractual commitments to Clients. WW has not been the subject of a bankruptcy petition in the last ten years.