

FORM CRS – CLIENT RELATIONSHIP SUMMARY
EXENCIAL WEALTH ADVISORS

July 14, 2023

Exencial Wealth Advisors, LLC (“Exencial”, “Firm”, “we”, “our”, or “us”) is an investment advisory firm registered with the Securities and Exchange Commission (“SEC”). Fees for brokerage and investment advisory services differ and it is important for you to understand the difference. Free and Simple Tools are available to research firms and financial professionals at www.Investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

For retail clients, we provide investment advisory services that include wealth management, financial planning consulting, and executive services. We tailor our wealth management services to your needs and manage your account on a discretionary basis, unless otherwise requested. Discretionary authority allows us to decide the type and amount of securities to be bought or sold for your account and when to invest, without consulting you first. We maintain this discretion until it is revoked (e.g., by termination of our agreement or upon written instruction from you). We also from time to time recommend third-party separate account investment managers (“SAMs”) to manage a portion of your assets. We generally make this recommendation when a SAM offers an investment strategy that is in line with your objectives and risks but is not offered by Exencial. We will recommend a SAM only when we believe it is appropriate and in your best interests. We are granted the authority by you under our agreement to hire and fire SAMs on your behalf. Additionally, certain of our investment strategies are offered through third party wrap programs. For financial planning services, we consult on issues including retirement planning, education funding, tax planning, tax preparation, charitable giving, business succession, risk management, estate planning, and financial aspects of divorce. With our financial planning services, you retain absolute discretion over all implementation decisions and are under no obligation to act upon any of our recommendations; the ultimate decision regarding the purchase or sale of investments lies with you. We offer general consulting services that are provided on a project basis. This can include minimal cash flow planning for certain events such as education expenses or retirement, estate planning analysis, income tax planning analysis and review of your insurance portfolio, as well as other matters specific to you. We also provide Executive Services to corporate executives, which consist of any or all of the following: tax planning and preparation, estate planning, insurance planning, employee benefit analysis, and retirement planning. For these services, we are hired by your company for your benefit. As an Executive Services client, you may wish and are free to hire the Firm to provide additional services but are under no obligation to do so.

Ask one of our financial professionals the following questions:

Given my financial situation, should I choose an investment advisory service? Why or why not?

How will you choose investments to recommend to me?

What is your relevant experience, including your licenses, education, and other qualifications? What do these qualifications mean?

For our wealth management services, we determine what we believe is the optimal asset allocation mix based on your investment strategy. We primarily utilize asset classes including individual equities, fixed income securities, mutual funds (including exchange-traded funds and exchange-traded notes), private investments, and cash or cash equivalents. We monitor wealth management accounts on an ongoing basis, with each account reviewed at least annually. We also perform a review when there is a change to your financial position or investment objectives, or in case of unusual market or economic circumstances or other unforeseen events. We do not impose a strict asset minimum to open an account with us; however, it may be impractical for clients with less than \$250,000 under management to maintain an account at us since we charge a

minimum fee. For further information about our services and advice please read Items 4, 7, and 8 of our Form ADV Part 2A disclosure brochure. Click [here](#) for a copy or call us at (888) 478-1971.

What fees will I pay?

We usually charge an annual fee of 1% of your assets under management for wealth management clients, which is charged quarterly in advance. The minimum annual fee we charge is generally \$2,500. The fee is adjusted on a pro-rata basis for deposits or withdrawals of \$100,000 or more. When calculating our fee, the total account value includes cash/equivalents and any margin balance. The latter creates a conflict of interest since this can result in our fee being higher, giving us an incentive to use margins. We receive advisory fees from the sponsors of the wrap programs based on the amount of assets invested in our strategies. In addition, retail clients referred to us by Fidelity Institutional Wealth Services under their Wealth Advisor Solutions (WAS) referral platform are charged a fee based on a tiered fee schedule. Tiered fees are applied at a household level where family accounts are aggregated together to apply the fee tier. Also, ultra-high net worth clients are sometimes offered a flat annual fee in addition to an asset-based fee. The flat fee ranges from \$10,000 to \$100,000 and is based on various planning and tax services provided. Our fee for financial planning consultation is based upon an estimate of

the complexity and time anticipated to perform the services. We charge an hourly rate of \$250 or a fixed fee, as agreed upon in advance. Fixed fees typically range from \$2,500- \$15,000. All of our fees are negotiable. Executive Service fees are paid by your company and agreed upon in advance. Additional services beyond the scope of the Executive Service are subject to the fees mentioned above. Also, you will pay additional fees to third parties in connection with your managed account. These can include (as applicable), custodian fees, transaction charges, mutual fund 12b-1 fees, distribution fees, deferred sales charges, IRA fees, margin interest, wire transfer and electronic fund fees, and other account administrative fees. You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying. *More detailed information about our fees and other costs associated with investing, along with applicable conflicts can be found in Items 5, 10, and 14 of our Form ADV Part 2A disclosure brochure. Click [here](#) for a copy or call us at (888) 478-1971.*

Ask one of our financial professionals the following questions:

Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?

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

Ask one of our financial professionals the following questions:

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

When we act as your investment adviser, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here is an example to help you understand what this means. Exencial generally recommends either Schwab Advisor Services, Fidelity Institutional Wealth Services, or TD Ameritrade

Institutional to serve as custodian to our clients. These custodians provide us with certain products and services at no cost that benefit us but do not benefit our clients. Certain of these products and services assist us in managing and administering our clients' accounts and others help us develop our business. The receipt of such creates a conflict of interest as it gives us an incentive to have clients custody their assets with one of these custodians. More detailed information about our conflicts of interest can be found in Items 4, 10, 11, 12, and 14 of our Form ADV Part 2A disclosure brochure. Click [here](#) for a copy or call us at (888) 478-1971.

How do your financial professionals make money?

Each of our financial professionals is paid a salary and a discretionary bonus. Neither the salary nor bonus is based on or tied to the number of clients that have been referred to Exencial or the types of investment products we recommend to clients. Certain financial professionals are licensed insurance agents appointed with various insurance agencies. These professionals receive commissions when our clients implement recommendations to purchase insurance products. This creates a conflict of interest. Additional information about the compensation received by Exencial professionals and any related conflicts of interest are outlined in each professional's Form ADV Part 2B, which can be obtained by calling us at (888) 478-1971.

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

Yes. Without admitting or denying the allegations David C. Poudrier entered into a Stipulation and Consent Agreement with the State of Florida Office of Financial Regulation which found that he rendered investment advice from Florida without being appropriately registered by the Office. Exencial investigated and concluded that this was due to an administrative error and no willful misconduct occurred. Visit <https://www.investor.gov/> for a free, simple search tool to research us and our financial professionals.

Ask one of our financial professionals the following questions:

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

Additional Information You can obtain additional information and/or request a copy of this Form CRS by going to www.adviserinfo.sec.gov or by calling us at (888) 478-1971

Ask one of our financial professionals the following questions:

Who is my primary contact person? Is he or she a representative of an investment adviser or broker –dealer? Who can I talk to if I have concerns about how the person is treating me?

EXHIBIT A

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SUMMARY OF MATERIAL CHANGES

What fees will I pay?

Added information that retail clients referred by Fidelity Institutional under their Wealth Advisor Solutions (WAS) referral platform are charged a tiered fee. When calculating this fee, the firm will apply the tiered fee at a “household” level. Also added information that ultra-high net worth clients are sometimes offered a flat annual fee in addition to an asset-based fee. The flat fee ranges from \$10,000 to \$100,000 and is based on various planning and tax services provided.