



Davis, Davis and Conover Wealth Management

Davis, Davis and Conover Wealth Management, LLC is an investment adviser registered with the Securities and Exchange Commission. We provide investment advisory services, rather than brokerage services. Brokerage and investment advisory services and fees differ and it is important for you to understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/crs), which also provides educational materials about broker-dealers, investment advisers, and investing.

What Investment Services and Advice Can You Provide Me?

Wealth Management: We offer wealth management services on a discretionary basis. If you engage us for wealth management services, we will meet with you to develop a portfolio customized to your specific needs and monitor your accounts on an ongoing basis. Your portfolio may be comprised of a mix of domestic and foreign equities, fixed income securities, exchange traded funds and mutual funds, and is not limited to any specific products or types of investments. If any changes are needed to your investments, we will make the changes.

You grant us discretionary authority by signing our Investment Advisory Agreement. With this authority we can effect transactions on your behalf without first having to seek your consent for each transaction. You may request reasonable limitations on this authority. For all wealth management clients, we will recommend a Wrap Fee Program in which you pay a single fee for wealth management services and the transactions entered in your accounts (“Wrap Fee”). We require a minimum investment of \$250,000 for our wealth management services, which may be waived at our sole discretion.

Financial Planning & Consulting: We prepare comprehensive financial plans, under a financial planning engagement, to assist you in reaching your financial goals. We will discuss your financial goals with you and compare your current financial situation with your stated objectives. We will then create a written financial and/or investment plan to help you meet your goals. If requested, we may provide additional consulting services to you. These services are not financial planning services as we do not provide a written report or conduct a comprehensive analysis of your financial position. *For more detailed information about our services, please see Items 4 and 7 of our [Form ADV 2A Brochure](#) and Items 4 and 5 of our [Form ADV 2A, Appendix 1 Wrap Fee Brochure](#).*

Conversation Starters

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

How will you choose investments to recommend to me?

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

What Fees Will I Pay?

Wealth Management Fees: We receive a Wrap Fee for our wealth management services. Your Wrap Fee will be disclosed on the Investment Advisory Agreement you sign with our firm. All Wrap Fees are negotiable at our sole discretion. Wrap Fees are billed quarterly in advance and deducted from your accounts. Our maximum annual Wrap Fee for management of your account is as follows:

<i>Assets Under Management</i>	<i>Maximum Rate</i>
First \$500,000	2.00%
Next \$1,500,000 (up to \$2,000,000)	1.75%
Next \$3,000,000 (up to \$5,000,000)	1.50%
Above \$5,000,000	1.25%

Our Wrap Fee includes most transaction costs and fees to a broker-dealer or bank that has custody of these assets, and therefore is higher than a typical asset-based advisory fee. Our Wrap Fee does not include expenses related to margin, wire transfer fees, the fees charged to shareholders of mutual funds or ETFs, mark-ups and mark-downs, spreads, odd-lot differentials, fees charged by regulatory agencies, and any transaction fees for trades executed by a broker-dealer other than Raymond James.

The amount payable to our firm varies depending upon the amount of trading in your account. The more transactions in the account, the greater the amount of transaction fees, and therefore the less compensation to us. This creates a conflict of interest as we have a financial incentive to avoid trading the account. We mitigate this conflict through review of client accounts. *Please see Item 4 of our [Form ADV 2A, Appendix 1 Wrap Fee Brochure](#) for more information.*

Financial Planning & Consulting Fees: We offer financial planning on a fixed fee basis. The fee charged to you is indicated on the Financial Services Agreement you sign with us. Our fixed fee for financial planning services ranges from \$1,500 to \$5,000, and varies based upon the complexity of the plan. Financial planning fees are billed 50% upon engagement. The remainder is due upon delivery of the plan. Consulting services are provided at \$250 an hour and are billed monthly at the end of the month in which services are rendered. Financial planning & consulting fees are negotiable at our discretion.

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. *For more detailed information about our fees and costs, please see Item 5 of our [Form ADV 2A Brochure](#) and Item 4 of our [Form ADV 2A, Appendix 1 Wrap Fee Brochure](#).*

Conversation Starters

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

What Are Your Legal Obligations to Me When Acting as My Investment Adviser? How Else Does Your Firm Make Money and What Conflicts of Interest Do You Have?

When we act as your investment adviser, we have to act in your best interest and not put our interest ahead of yours.

For more information about our investment advisory services or to request the most current version of this relationship summary, please go to DDCwealth.com or call our office at **615-324-7825**.

Conversation Starters

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

Davis, Davis and Conover Wealth Management, LLC
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At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here are some examples to help you understand what this means.

Some of our investment adviser representatives (“IARs”) are also licensed as insurance agents and will earn commissions for the sale of insurance products to you. This represents a conflict of interest in that these IARs have an incentive to recommend insurance products. *For more detailed information about our conflicts of interest and how we address them, please see Items 10, 11 and 12 of our [Form ADV 2A Brochure](#) and Items 4 and 9 of our [Form ADV 2A, Appendix 1 Wrap Fee Brochure](#).*

Conversation Starters

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

How Do Your Financial Professionals Make Money?

Our IARs receive a percentage of revenue generated by the clients they bring to our firm. This presents a conflict of interest, as our IARs have an incentive to bring in new business for the firm.

Do You or Your Financial Professionals Have Legal or Disciplinary History?

Yes. Visit Investor.gov/CRS for a free and simple search tool to research our firm and our financial professionals.

Conversation Starters

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

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Summary of Changes

Please note the following changes since the previous version of our Form CRS, dated June 26, 2020:

- We relocated the Conversation Starters. Each question is now featured within the relevant section.
- We revised the description of our legal obligations and conflicts of interest to reflect that only some of our IARs are licensed as insurance agents.