

Geneos Wealth Management, Inc.
Form CRS Customer Relationship Summary

Geneos Wealth Management, Inc. (“Geneos”) is a United States Securities and Exchange Commission (“SEC”) registered investment advisor and a Financial Industry Regulatory Authority (“FINRA”) registered broker-dealer. Brokerage and investment advisory services and fees differ, and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at <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?

Brokerage Services

We offer brokerage services through Registered Representatives (“RR”). **Brokerage services** include accounts and services offered through a clearing firm as well as accounts direct with product companies such as insurance and mutual fund companies. Our **brokerage services** include:

- Taking customer orders and executing securities transactions based on customer instructions.
- Providing investor education, research, financial tools, and personalized information about financial products and services, including recommendations about whether to buy, sell or hold securities.
- Custodial services where appropriate.
- When Geneos acts as your broker-dealer, Geneos and its RR’s do not have discretion to buy and sell securities for you. In other words, Geneos will only place transactions in brokerage accounts and/or direct product company accounts upon approval from you. You will make individual buy, sell, and hold decisions in your Geneos brokerage account and/or direct product company account.
- Unlike a Geneos advisory account, in a Geneos brokerage account and/or a direct product company account, Geneos and its RR’s do not provide ongoing monitoring of customer accounts.
- Geneos does not require a minimum amount to open a Geneos brokerage account or a direct product company account.

Advisory Services

We offer advisory services through Investment Advisor Representatives (“IAR”). Our **advisory services** include:

- Services to retail investors for an ongoing fee based on the value of cash and investments in your account. We also offer fixed fee and one-time Financial Planning Fees. Our two primary management options are the VIP Ultra and Axiom programs.
- Our advisory services include wealth management, financial planning, consultations on wealth transfer, estate planning, tax planning, retirement planning, education funding, and charitable gifting.
- We will meet with you to understand your current financial situation, existing resources, goals, and risk tolerance. Based on what we learn, we will recommend a portfolio of investments that is regularly monitored, and if necessary, rebalanced to meet your changing needs, stated goals and objectives.
- Our accounts are managed on a discretionary basis. We do not need to contact you when buying or selling in your account. You will sign a client services agreement giving us this authority, which will remain in place until you or we terminate the relationship. See <https://adviserinfo.sec.gov/firm/summary/120894>
- Geneos does not require a minimum amount to open a Geneos advisory account.
- We are limited to using ourselves as a broker-dealer and any custodian that we have approved for advisory activities.

For additional Information, please see fee disclosure forms, conflicts links, Form ADV Part 2A brochure (Items 4 and 7 of Part 2A or Items 4.A, and 5 of Part 2A Appendix 1) on IAPD at Investor.gov or on our website www.geneoswealth.com/disclosures and any brochure supplement and other disclosures your financial professional provides.

Key questions to ask your financial professional about our advisory and brokerage services:

- Given my financial situation, should I choose an investment advisory service? Should I choose a brokerage service? Should I choose both types of services? 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?

Fees for **Brokerage** services:

- Depending on what you buy or sell, you may pay commissions, sales charges, and/or administrative fees. In addition, you pay transaction-based fees on the purchase or sale of certain equity and fixed-income products. The investments within your non-ERISA plan also may have ongoing expenses such as distribution and/or services fees (12b-1 fees), trail and renewal commissions that reduce your investment returns.
- We and our financial professionals get paid when you trade or invest based on our recommendations. We are paid each time you trade in your brokerage account or make a new investment. We also pay our financial professionals most of the transaction-based payments that we receive. These transaction-based payments, usually called commissions, incentivize us and your financial professional to encourage you to trade more or purchase additional investments that result in additional revenue for our Firm and your RR. When you purchase products, such as certain mutual funds, 529 plans, closed-end funds at public offering, UITs, and variable insurance products, the sponsor company will pay a commission to us. Although you do not pay this commission directly, the sponsor factors this commission into the product’s fees and costs. In this way, you indirectly pay the commission out of the value of your investments.
- Geneos also offers annuity products. Geneos and its RRs and IARs may have a financial

Fees for **Advisory** Services:

Financial Planning Services (Plans and Consultations).

- Negotiated between you and your Investment Advisor Representative (“IAR”) in advance and set forth in your contract.
- You may be charged as a one-time fixed fee, an hourly fee, or a fixed periodic fee.

Billing Frequency	Minimum Fee	Maximum Fee
One Time	\$125	\$25,000
Hourly	\$35 per hour	\$300 per hour
Periodic	\$50 per period	\$25,000 per period

Asset Management Services.

- Fees for investment advisory services are based on a percentage of assets under management. The greater the assets you have in your advisory accounts, the more fees you will pay and, thus, Geneos and its IARs may have an incentive to encourage you to increase assets in the account.
- Fees are negotiated between you and your IAR and will be disclosed in your agreement.
- Fees range from 0.50% to 2.50%. Minimum account fee is 0.50% or 50 basis points and we may accept accounts with a lower fee at our discretion.
- Our wrap fee programs, VIP Ultra and Axiom, charge a combined fee for management and transactions, as disclosed in each program’s Wrap Fee Disclosure Brochure. This combined fee for management and transactions may be higher than some traditional management programs.

incentive to offer a contract that includes optional benefit features, which may entail additional fees in addition to the base fee associated with the contract. Geneos may also encourage contract owners to select investment options with relatively higher fees, or may offer you a new contract in place of the one you already have.

- In addition to transaction related fees, you also may pay other administrative account fees for various services provided within the account. A complete schedule of these administrative account fees is available at: www.geneoswealth.com/disclosures.
- Geneos receives a portion of many of the account fees you pay.

- You may incur other charges imposed by third parties such as custodians, including but not limited to, confirmation fees, mutual fund 12b-1 distribution fees, sub accounting fees, contingent deferred sales charges, variable annuity fees and surrender charges, short term redemption fees, qualified retirement plan fees, account maintenance fees, mutual fund management fees and investment management fees. Please see www.geneoswealth.com/disclosures for full detail regarding third-party fees.
- We may act as a solicitor for other RIA's. Sometimes they may be referred to as Third Party Money Managers (TPMM). In this solicitor arrangement we will receive a portion of the fee the TPMM will charge you. This varies and will be identified in the TPMM's Form ADV.

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 additional Information, please see links above under Services Provided

Key questions to ask your financial professional about our advisory and brokerage fees:

- 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 providing recommendations as my broker-dealer or when acting as my investment adviser?
- How else does your firm make money and what conflicts of interest do you have?

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

- When we provide you with a recommendation as your broker-dealer or 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 recommendations and investment advice we provide you. Here are some examples:
- Geneos offers an Insured Deposit Program ("IDP") as well as money market funds as our core account sweep vehicle with our custodians, Pershing, LLC and National Financial Services, LLC. The IDP is used to hold your cash balances in advisory accounts while awaiting reinvestment. The IDP generates financial benefits for Geneos which are a conflict of interest.
- If you opt out the IDP, we provide access to other core account investment vehicles, including money market funds, to hold cash balances waiting to be reinvested. Geneos receives a financial benefit (revenue sharing from the money market provider) if cash is placed into a money market fund which presents a conflict of interest.

- Geneos engages in revenue sharing arrangements with certain investment sponsors. A complete listing of these relationships and how these conflicts might affect you, and the revenue Geneos receives is available at www.geneoswealth.com/disclosures.
- Geneos receives payments from third-parties which creates conflicts of interest. For more information go to our website.
- Geneos and its IARs and RRs may receive compensation as a result of specific investment recommendations made to you. This compensation varies depending upon the type of investment. As examples, Geneos and/or its financial professional may receive commissions on certain investments or may receive trailing fees (i.e., fees paid to Geneos and/or its financial professional after the initial investment is made). The amount of compensation received could create a conflict of interest. More specific information regarding the compensation paid in connection with any specific investment will be provided by our RR and/or IAR, if applicable, at the time the investment is made.

For additional information, please see links above under Services Provided

Key questions to ask your financial professional about conflicts:

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

How do your financial professionals make money?

- Geneos RR's are compensated by receiving a percentage of commissions tied to the investment products you purchase.
- Geneos IAR's receive a negotiated fee based on the percentage of assets in your Geneos advisory account.
- Geneos IAR's may also receive financial planning fees.
- Geneos IAR's may also receive solicitor fees.

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

Geneos Wealth Management, Inc. does have disclosed disciplinary history. Some of Geneos Wealth Management, Inc.'s financial professionals also have legal and/or disciplinary history.

Investors may visit <https://www.investor.gov/CRS> for a free and simple search tool to research Geneos Wealth Management and its financial professionals.

Key questions to ask your financial professional about disciplinary history:

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

Additional Information

You can find additional information and a copy of the firm's Form CRS at www.geneoswealth.com/disclosures. In order to request up-to-date information and/or obtain a copy of the Form CRS, please contact Geneos at 303-785-8470 ext. 325.

Key questions to ask your financial professional about contacts and complaints:

- 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?