# LYONS WEALTH MANAGEMENT, LLC

FORM CRS – CLIENT RELATIONSHIP SUMMARY | MARCH 2025

## INTRODUCTION

Lyons Wealth Management, LLC is registered with the Securities and Exchange Commission as an investment advisor. 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 Investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.

## WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE ME?

We are a registered investment adviser that offers investment advisory services to retail investors. Our advisory services include Wealth Management and Financial Planning & Consulting. If you open an advisory account with our firm, we'll meet with you to understand your current financial situation, existing resources, goals, and risk tolerance. Based on what we learn, we'll recommend a portfolio of investments that is monitored on an ongoing basis and at least quarterly. Rebalancing will occur if necessary, depending on factors such as market conditions and your changing needs and goals. At least annually, we will contact you to discuss your portfolio.

We manage accounts on a discretionary basis which means we are allowed to buy and sell investments in your account without consulting you first. We may also customize portfolios for clients who have restricted assets or securities they don't want sold. All limitations will be outlined by our investment advisory agreement and will grant us discretion until the agreement is terminated by you or our firm.

Our firm does not impose requirements for opening and maintaining accounts, nor do we restrict our advice to limited types of products or investments.

Financial Planning & Consulting is included in our advisory services but can be offered as a separate service for a flat fee. If you are not an advisory client and purchase this service, we do not monitor your investments.

For additional information, please see our Form ADV Part II A brochure.

**Conversation Starters – Questions to Ask Us:**

- 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 those qualifications mean?

## WHAT FEES WILL I PAY?

Our clients pay us investment advisory fees as a percentage of assets under management. These fees are paid in advance at the beginning of each quarter. Our fees vary and are negotiable. The amount you pay will depend on the services you receive and the amount assets in your account. Our firm's fees will be automatically deducted from your advisory account, which will reduce the value of your account.

The custodian that holds your assets may also charge you transaction fees when we buy or sell investments for you. Charges may also be imposed by the custodian for certain investments and maintaining your account. Some investments, such as mutual funds, index funds, exchange traded funds, and variable annuities, charge additional fees that will reduce the value of your investments over time. These fees will be in addition to our advisory fees we charge for Portfolio Management.

Our Financial Planning & Consulting service flat fee ranges from $999 to $2,500. You will be sent an invoice if you agree to this service. In rare cases, this fee may be rebated and applied toward your first quarter advisory fees to you if you sign an agreement to become an advisory client.

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 be sure you understand what fees and costs you are paying.

For more information, please see our Form ADV Part II A brochure.

**Conversation Starters – Questions to Ask Us:**

- 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 DO YOU 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. 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 understand what this means:

We charge an investment advisory fee based on the assets we manage. We may therefore have an incentive to recommend adding assets to an account that we manage that increases the fee you pay us.

We may have an incentive to advise you to invest in the Catalyst/Lyons Tactical Allocation Fund as we act as a sub-advisor to Catalyst Capital Advisors, LLC.

For more information, please see our Form ADV Part II A brochure.

**Conversation Starters – Questions to Ask Us**:

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

## HOW ELSE DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?

Our financial professionals are employees of the firm and are paid a fixed salary. One of our financial professionals also act as an owner of the firm and therefore benefits from the overall profits of the firm. Our financial professionals may also be compensated for bringing in new clients and therefore may have the incentive to encourage you to choose our firm as your investment adviser.

## DO YOU OR YOUR PROFESSIONALS HAVE LEGAL OR DISCIPLINARY HISTORY?

No, none of our financial professionals have legal or disciplinary history. Please visit investor.gov/CRS for a free and simple search tool to research our firm and financial professionals.

**Conversation Starters – Questions to Ask Us:**

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

## ADDITIONAL INFORMATION

For additional information about our services, please refer to our Form ADV Part II as well as our website: www.lyonswealth.com. If you would like additional, up-to-date information or a copy of this disclosure, please call our office at (407) 951-8710.

**Conversation Starters – Questions to Ask Us:**

- 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 this person is treating me?