

**Item 1 – Introduction: Is an investment advisory account right for you?**

Watershed Private Wealth LLC is registered with the Securities and Exchange Commission as an investment adviser. Please be aware that brokerage and investment advisory services and fees differ and that 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://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

**Item 2 – What investment services and advice can you provide me?**

We offer investment advisory services to retail investors. Our principal services include financial planning and portfolio management. As part of our standard portfolio management services, we provide continuous and regular monitoring, supervision and management services with respect to your account(s). Portfolio management services are provided in conjunction with a sub adviser. The sub adviser assists our firm with certain back-office support functions and connects us to an investment management platform that provides us with access to third-party strategist models. We primarily rely on the investment research and due diligence performed by the sub adviser or model providers. The sub adviser also provides us with trading capabilities when using models, and the ability to create blended models using a combination of models. We are responsible for the supervision of the account, portfolio reallocations and rebalancing, and ongoing client interaction and servicing. All accounts are managed in accordance with the client’s investment needs.

Our portfolio management services are offered on a discretionary and non-discretionary basis. *Discretionary* authorization allows us to determine the specific securities, and the number of securities, to be purchased or sold for your account without your approval prior to each transaction. Non-discretionary portfolio management service means that we must obtain your approval prior to placing any transactions in your account. We do not limit our advice to proprietary products, or a limited menu of products or types of investments. We do not require a minimum amount of assets to establish a relationship with us.

Our financial planning process includes an analysis and recommendations relating to cash flow, projected income taxes, estate objectives, education funding, investment portfolio evaluation, long term health care planning, retirement planning, tax planning, and insurance provisions and needs. We do not monitor the investments made as a result of a financial plan unless you have hired us for portfolio management services.

**For additional information, please refer to Items 4, 7, & 13 of our Form ADV Part 2A at the following link:  
<https://adviserinfo.sec.gov/firm/brochure/316408>.**

*Conversation Starters. Ask your financial professional—*

- ❖ *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?*

**Item 3 – What fees will I pay?**

We are primarily compensated by a percentage of assets under our management and fixed fees. Our fees vary depending on the services you receive. Portfolio management fees are based on a percentage of your assets under our management. These fees are payable quarterly, in advance, based on the value of the portfolio at the end of the previous quarter as determined by the custodian. The management fee for the initial quarter shall be calculated on a pro rata basis commencing on the day the assets are initially designated to us for management. In most cases, our fee includes the compensation received by the sub adviser. The sub adviser gives us access to a model provider marketplace where client assets can be placed in investment models created by a number of outside managers. In some cases, these models are provided for no additional fees. However, some models are subject to a separate fee charged by the model manager. These additional fees only apply to the portion of the portfolio invested in the model. All such fees will be clearly disclosed to the client at the time of allocation. The more assets there are in your advisory account, the more you will pay in fees. Therefore, we have an incentive to encourage you to increase the assets in your account. When we provide standalone financial planning services, we charge a fixed fee. The fee is payable upon execution of the financial planning agreement. We do not require the prepayment of over \$1,200, six or more months in advance. Our fees are negotiable based on the complexity of client goals and objectives and the level of services rendered.

**For additional information regarding our fees, please see Item 5 of our Form ADV Part 2A at the following link:  
<https://adviserinfo.sec.gov/firm/brochure/316408>.**

**Description of Other Fees and Costs:** The fees that you pay to our firm for investment advisory services are separate and distinct from the fees and expenses charged by investment companies (e.g., mutual funds, exchange traded funds, unit investment trusts, and

variable annuities). These fees are described in each fund's prospectus. These fees will generally include a management fee and other fund expenses. You will also incur transaction charges and/or brokerage fees when purchasing or selling securities. These charges and fees are typically imposed by the broker-dealer or custodian that executes the trade. The broker-dealer or custodian may also charge your account for custodial fees, retirement account fees, trust fees, exchange fees, redemption fees that may be assessed on investment company shares, transfer fees, account termination fees, or other special service fees and charges. We do not share in any portion of these fees imposed by the broker-dealer or custodian. To fully understand the total cost you will incur, you should review all the fees charged by investment companies, broker-dealers, our firm, and others. **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 about fees charged by third parties, please refer to Item 5 of Form ADV Part 2A at the following link: <https://adviserinfo.sec.gov/firm/brochure/316408>.**

*Conversation Starter. Ask your financial professional—*

- ❖ *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 interests 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 help you understand what this means:

All investment advisers face conflicts of interest which are inherent in the business. Our primary source of compensation is through asset-based fees. Therefore, we are incentivized to acquire new clients and to increase assets under management. Other conflicts of interest result from other business activities we engage in and relationships we have with business partners and third parties, or affiliations we have established with other financial institutions.

From time to time, we may receive expense reimbursements from various investment product sponsors and distributors. These reimbursements are typically given to us as a result of attending due diligence and/or investment training events. Although receipt of these expense reimbursements are not predicated upon specific sales quotas, the product sponsor reimbursements are typically made by those sponsors for whom sales have been made or it is anticipated sales will be made.

*Conversation Starter. Ask your financial professional—*

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

**Please refer to our Form ADV Part 2A for further information on our conflicts of interest and how we address them at the following link: <https://adviserinfo.sec.gov/firm/brochure/316408>**

**How do your financial professionals make money?**

Our financial professionals receive salary-based compensation, a percentage of advisory billings, and/or bonuses based on the amount of client assets they bring to our firm. Therefore, our financial professionals have an incentive to encourage you to increase the assets in your account. Additionally, financial professionals who have an ownership interest in our firm share in the profits generated by our firm.

#### Item 4 – Do you or your financial professionals have legal or disciplinary history?

No.

**For a free, simple search tool to research us and our financial professionals please visit [Investor.gov/CRS](http://Investor.gov/CRS).**

*Conversation Starter. Ask your financial professional—*

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

#### Item 5 – Additional Information

For additional information about our advisory services, please refer to our Form ADV Part 2A brochure available at <https://adviserinfo.sec.gov/firm/brochure/316408> and the individual Form ADV Part 2B brochure supplement(s) your representative provides. If you have any questions, need up-to-date information, and/or need a copy of this Client Relationship Summary, please call us at please contact us at (630) 645-3848 and/or [info@watershedprivatewealth.com](mailto:info@watershedprivatewealth.com).

*Conversation Starters. Ask your financial professional—*

- ❖ *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?*