



# Schneider Wealth Management

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## **FIRM BROCHURE**

(Part 2A of Form ADV)

December 31, 2021

This brochure provides information about the qualifications and business practices of Schneider Wealth Management. If you have any questions about the contents of this brochure, please contact us at 888-444-9981 or [info@schneiderwealth.com](mailto:info@schneiderwealth.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Additional information about Schneider Wealth Management is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The searchable IARD/CRD number for Schneider Wealth Management is 144166.

Schneider Wealth Management is a Registered Investment Adviser. Registration with the United States Securities and Exchange Commission or any state securities authority does not imply a certain level of skill or training.

## ***Material Changes***

### **Annual Update**

The Material Changes sections of this brochure will be updated annually when material changes occur since the previous release of the Firm Brochure.

### **Material Changes Since the Last Update**

None

### **Full Brochure Available**

Whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at 888-444-9981 or by email at [info@schneiderwealth.com](mailto:info@schneiderwealth.com).

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## Advisory Business

### Firm Description

Founded in 2007 by Meredith Schneider, Schneider Wealth Management (“SWM”) is a fee-only independent financial services firm providing portfolio management and financial planning to individuals, couples, and families. The firm is registered as a Registered Investment Advisor.

The firm’s compensation is solely from fees paid directly by clients. The firm does not receive commission based on the client’s purchase of any financial product, including insurance. No commissions in any form are accepted. No referral fees are paid or accepted.

Assets under the direct management of SWM are held by independent custodians, including Charles Schwab and/or others in the client’s name.

### Principal Owner

Meredith Schneider who has directly advised clients since 1998 is the principal owner. There are no intermediate subsidiaries.

### Advisory Services:

Schneider Wealth Management provides wealth management. SWM works with clients to define financial objectives and to develop strategies for reaching those objectives. Comprehensive wealth management can include the following:

- Financial Planning which can include retirement and education funding analysis
- Asset Management which can include portfolio recommendations as well as implementation
- Estate Plan Review
- Risk Management Review

### Tailored Relationship

All financial plans and portfolios are personalized for each client. Any client may place restrictions on investment in any type of security. This must be done in writing and be signed by the client and SWM.

### Wrap Fee Programs

SWM does not participate in Wrap Fee Programs.

### Managed Assets

As of December 31, 2021 SWM manages approximately \$102,724,253 in discretionary assets.

## Fees and Compensation

### Description

#### Ongoing Investment Management Services and Financial Planning

Fees for accounts are based on an annual percentage of assets under management. The fees are applied to the account asset value on a pro-rated basis, billed quarterly in advance. The initial fee will be based upon the date the account is accepted for management by execution of the investment advisory contract by the Firm indicated by client's signature on Agreement.

The specific advisory fees are set forth in your Investment Advisory Agreement. Fees may vary based on the size of the account, complexity of the portfolio, extent of activity in the account or other reasons agreed upon by us and you as the client. In certain circumstances our fees may be negotiated.

#### Investment Consulting and Financial Planning Project Only

Clients may engage Schneider Wealth Management for the following on project basis:

- Comprehensive Financial Plan
- Asset Allocation
- Retirement Plan
- Employee Stock Option Analysis
- Current Portfolio Recommendation
- Opinion on Current Investment Strategy/Advisor
- Education Funding Analysis
- Cash Flow Management
- Review of Insurance Needs
- Real Estate Investment Analysis
- Mortgage and Refinance Evaluation
- Estate Plan Review

Project based fees typically range from about \$8150-\$11,850+ depending upon the service requested and scope of engagement. SWM will provide an estimate for services. Fees for services such as real time questions are billed at a rate of \$550 per hour.

Fees for other types of investment management consulting services are negotiable.

### Fee Billing

Fees for asset management are payable in quarterly installments at the beginning of each quarter based on the net market value of the client's account based on the last day of the month prior. Advisor's fees will be invoiced to Client upon request, or in the absence of such request, paid directly to Advisor for each quarter in advance by Custodian from the Account upon submission of an invoice to the Custodian.

Fees for clients engaging only on a project basis are due upon receipt of electronic statement.

### Other Fees

Custodians may charge transaction fees on the purchase or sales of certain mutual funds, stocks, bonds, and exchanged-traded funds. The transaction charges are usually relatively small and are incidental to the purchase or sale of a security. In some cases, custodians also charge monthly, quarterly or annual custody fees. Fees for custody are disclosed to clients when this type of arrangement is recommended.

Mutual fund and exchange traded funds generally charge a management fee for their services as investment managers. The management fee is included in the expense ratio. Mutual fund fees may also include transaction charges for the purchase or sale of securities within the fund and may charge other fees as disclosed in the fund prospectus. These fees are in addition to the fees paid by the client to SWM.

Please see Item 12 - Brokerage to learn more about brokerage fees and costs.

### **Advanced Billing and Termination of Agreement**

Asset Management Advisor's fees will be paid to Advisor for each quarter in advance.

Clients may terminate their agreement at any time by providing thirty (30) days written notice. Fees for partial quarters at the commencement or termination of the Agreement will be prorated based on the number of days the Account was open during the quarter and any unearned portion of prepaid fees will be refunded within 30 days.

### **Compensation for Sales of Investment Products**

The firm's compensation is solely from fees paid directly by clients. The firm does not receive commission based on the client's purchase of any financial product, including insurance. No commissions in any form are accepted.

## **Performance-Based Fees and Side-By-Side Management**

### **Sharing of Capital Gains**

Schneider Wealth Management does not use a performance-based fee structure because of the potential conflict of interest. Performance-based compensation may create an incentive for the advisor to recommend an investment that may carry a higher degree of risk to the client. However, the nature of asset-based fees allows SWM to participate in the growth of client's wealth. This also means that our fees can decline when the client's portfolio declines in value.

## **Types of Clients**

### **Description**

Schneider Wealth Management generally provides investment advice to individuals, couples, and families. Advice may extend to entities related to the client such as small businesses and charitable organizations, including foundations and endowments. Client relationships vary in scope and length of service.

SWM does not impose a minimum dollar value of assets.



## **Methods of Analysis, Investment Strategies and Risk of Loss**

### **Methods of Analysis**

SWM uses many different sources of information to include Morningstar reports, fund prospectuses, S&P Reports, financial magazines, research materials prepared by others, filings with the Securities and Exchange Commission, and annual reports. Meredith Schneider also attends off-site visits with fund and portfolio managers, conference calls, and industry conferences.

### **Investment Strategies**

The primary investment strategy we use for client accounts is strategic diversified asset allocation. Portfolios are generally globally diversified. We may also at times recommend unrelated, third party investment managers who have a greater expertise in certain disciplines when appropriate for the client.

The investment strategy for a specific client is based upon the client's objectives, income needs, risk tolerance, and tax situation as stated by the client during consultations. The client may change these objectives at any time. The client's goals and objectives are recorded during meetings and via correspondence with the client. Each client portfolio is constructed solely for that client. We do not utilize composites to illustrate results.

Client account with similar investment objectives and asset allocation goals may own the same or different securities.

### **Risk of Loss**

All investment programs have certain risks that are borne by the investor. Our investment approach keeps the risk of loss in mind. However, as with all investments, clients face investment risks including the following: Loss of Principal Risk, Interest-rate Risk, Market Risk, Inflation Risk, Currency Risk, Reinvestment Risk, Business Risk, Liquidity Risk, and Financial Risk.

## **Disciplinary Information**

### **Legal and Disciplinary**

The firm and its employees have not been involved in any legal or disciplinary events related to past or present activities.

## **Other Financial Industry Activities and Affiliations**

### **Activities**

Schneider Wealth Management does not participate in any other industry business activities.

### **Affiliations**

Schneider Wealth Management does not have arrangements that are material to its advisory business or its clients with any related person. We may at times recommend unrelated, third party investment managers or other advisors who have a greater expertise in certain disciplines when appropriate for the client; we do not receive any compensation for the recommendation or selection of these investment advisors.

## **Participation or Interest in Client Transactions and Personal Trading**

### **Participation or Interest in Client Transactions**

SWM may trade in the same securities traded for clients. However, it is the policy of SWM not to give preference to orders for personnel associated with the Firm regarding such trading. SWM and/or its employees may personally invest in the same securities that are purchased for client accounts and may own securities that are subsequently purchased for client accounts.

From time to time, trading by SWM and/or its employees in particular securities may be restricted in recognition of impending investment decisions on behalf of clients. If purchased or sold on different days, it is possible that SWM and/or its employees' personal transactions may be executed at more favorable prices than were obtained for clients.

Conversely, SWM and/or its employees may liquidate a security position which is held both for their own account and for the accounts of SWM clients, sometimes in advance of clients. This occurs when personal considerations (i.e. liquidity needs, tax-planning, industry/sector weightings) deem a stock sale necessary for individual financial planning reasons. If the security subsequently falls in price, these personal transactions could be viewed as creating a conflict of interest.

## Brokerage Practices

### Selecting Brokerage Firms

Schneider Wealth Management does not have any affiliation with product sales firms. Specific custodian recommendations are made to clients based on their needs for such services. SWM recommends custodians based on the proven integrity and financial responsibility of the firm, best execution of orders at reasonable commission rates, and the quality of client service. SWM may recommend a custodian; however, there is no requirement that a client follow the recommendation.

### The Custodian and Brokers We Use

SWM does not maintain custody of your assets, although we may be deemed to have custody of your assets if you give us authority to withdraw assets from your account (see Item 15 – Custody, below). Your assets may be maintained in an account a “qualified custodian,” generally a broker-dealer or bank. We recommend that our clients use Charles Schwab & Co., Inc. (Schwab), a registered broker-dealer, member SIPC, as a qualified custodian. We are independently owned and operated and are not affiliated with Schwab. Schwab could hold your assets in a brokerage account and buy and sell securities when we instruct them to. While we recommend that you use Schwab a custodian/broker, you will decide whether to do so and will open your account with Schwab by entering into an account agreement directly with them. We do not open the account for you, although we may assist you in doing so. Even though your account is maintained at Schwab, we can still use other brokers to execute trades for your account as described below.

### How We Select Brokers/Custodians

We seek to recommend a custodian/broker who will hold your assets and execute transactions on terms that are, overall, most advantageous when compared to other available providers and their services. We consider a wide range of factors, including, among others:

- Combination of transaction execution services and asset custody services (generally without a separate fee for custody)
- Capability to execute, clear, and settle trades (buy and sell securities for your account)
- Capability to facilitate transfers and payments to and from accounts (wire transfers, check request, bill payment, etc.)
- Breadth of available investment products (stocks, bonds, mutual funds, exchange-traded funds [ETFs], etc.)
- Quality of services
- Competitiveness of the price of those services (commission rates, margin interest rates other fees, etc.)
- Reputation, financial strength, and stability
- Prior service to use and our other clients
- Availability of other products and services that benefit us, as discussed below

### Your Brokerage and Custody Costs

For our clients' accounts that Schwab maintains, Schwab generally does not charge you separately for custody services but is compensated by charging you commissions or other fees on trades that it executes or that settle into your account. This commitment benefits you because the overall commission rates you pay are lower than they would be otherwise. We have determined by having Schwab execute most trades is consistent with our duty to seek “best execution” of your trades. Best execution means the most favorable terms for a transaction based on all relevant factors, including those listed above.

### Products and Services Available to Us From Schwab

Schwab Advisor Services™ (formerly called Schwab Institutional®) is Schwab's business serving independent investment advisory firms like us. They provide us and our clients with access to its institutional brokerage – trading, custody, reporting, and related services – many of which are not typically available to Schwab retail customers. Schwab also makes available various support services.

Some of those services help us manage or administer our clients' accounts, while others help up manage and grow our business. Schwab's support services generally are available on an unsolicited basis (we do not have to request them) and at no charge to us as long as our clients collectively maintain a total of at least \$10 million of their assets in accounts at Schwab. If our clients collectively have less than \$10 million in assets at Schwab, Schwab may charge us quarterly fees of \$1,200. Follow is a more detailed description of Schwab support services:

**Services That Benefit You.**

Schwab's institutional brokerage services include access to a broad range of investment products, execution of securities transactions, and custody of client assets. The investment products available through Schwab include some to which we might not otherwise have access or that would require a significantly higher minimum initial investment by our clients. Schwab's services described in this paragraph generally benefit you and your account.

**Services That May Not Directly Benefit You.**

Schwab also makes available to us other products and services that benefit us but may not directly benefit you or your account. These products and services assist us in managing and administering our clients' accounts. They include investment research, both Schwab's own and that of third parties. We may use this research to service all or a substantial number of our clients' accounts, including accounts not maintained at Schwab. In addition to investment research, Schwab also makes available software and other technology that:

- Provide access to client account data (such as duplicate trade confirmations and account statements)
- Facilitate trade execution and allocate aggregated trade orders for multiple client accounts • Provide pricing and other market data
- Facilitate payment of our fees from our clients' accounts
- Assist with back-office functions, record keeping, and client reporting services that generally benefit only us.

**Services that Generally Benefit Only Us.**

Schwab also offers other services intended to help us manage and further develop our business enterprise. These services include:

- Educational conferences and events
- Consulting on technology, compliance, legal, and business needs
- Publications and conferences on practice management and business succession
- Access to employee benefits providers, human capital consultants, and insurance providers

Schwab may provide some of these services itself. In other cases, it will arrange for third-party vendors to provide the services to us. Schwab may also discount or waive its fees for some of these services or pay all or a part of a third party's fees.

**Our Interest in Schwab's Services**

The availability of these services from Schwab benefits us because we do not have to produce or purchase them. We don't have to pay for Schwab's services so long as our clients collectively keep a total of at least \$10 million of their assets in accounts at Schwab. Beyond that, these services are not contingent upon us committing any specific amount of business to Schwab in trading commissions or assets in custody. The \$10 million minimum may give us an incentive to recommend that you maintain your account with Schwab, based on our interest in receiving Schwab's services that benefit our business rather than based on your interest in receiving the best value in custody services and the most favorable execution of your transactions. This is a potential conflict of interest. We believe, however, that our selection of Schwab as custodian and broker is in the best interests of our clients. Our selection is primarily supported by the scope, quality, and price of Schwab's services (see "How We Select Brokers/Custodians") and not Schwab's services that benefit only us. We do not believe that recommending our clients to collectively maintain at least \$10 million of those assets at Schwab in order to avoid paying Schwab quarterly service fees presents a material conflict of interest. The above benefits are not limited to those clients who may have generated a particular benefit although certain allocations are connected to particular clients or groups of clients. Some benefits are not proportionally allocated to any accounts that may generate different amounts of the benefits.

**Brokerage for Client Referrals**

Schneider Wealth Management does not receive client referrals from a broker-dealer or custodian.

**Directed Brokerage**

SWM does not direct brokerage client transactions for any clients.

**Aggregate Orders**

SWM may aggregate orders of more than one client if it is determined that aggregation is in the best interests of the clients. Trade aggregation is usually sought to obtain lower commissions and costs or a better transaction price. The Firm does not aggregate securities transactions for client accounts unless it believes that aggregation is consistent with its duty to seek best execution and is consistent with the investment objectives and guidelines for the client accounts participating in the trade. When orders are aggregated, the price paid by each account is the average price of the order. Transaction costs are allocated to each client on a pro rata basis, based upon the ratio of the amount of particular issue of securities allocated to the account to the overall amount of that issue purchased. It is our policy that trades are not allocated in any manner that favors one group of similarly-situated clients over another. Client transactions may be aggregated according to custodial relationship in consideration of execution charges that may be imposed if trades are directed to a non-custodial broker-dealer for execution. Aggregated trades placed with different executing brokers may be priced differently. Because SWM manages more than one client account, there may be a conflict of interest over the allocation of investment opportunities among all accounts managed by SWM. SWM will attempt to resolve all such conflicts in a manner that is generally fair to all of its clients. SWM may give advice and take action with respect to any of its clients that may differ from advice given or the timing or nature of action taken with respect to any other client based upon individual client circumstances. It is SWM's policy, to the greatest extent practicable, to allocate investment opportunities over a period of time on a fair and equitable basis relative to all clients. SWM is not obligated to acquire for any client account any security that it or its owners, officers, members, employees or affiliated persons may acquire for their own accounts or for the account of any other client, if in the discretion of SWM based upon the client's financial condition and investment objectives and guidelines, it is not practical or desirable to acquire a position in such security for that account. The Firm and/or its associated persons may participate in such aggregated orders to the extent such employee trades are pre-authorized and consistent with the Firm's code of ethics. There may be circumstances in which transactions on behalf of SWM or its associated persons may not, under certain laws and regulations, be combined with those of some of SWM's other clients. In such cases, neither SWM nor any associated person will effect transactions.

## **Review of Accounts**

### **Periodic Review**

The frequency of reviews is individually negotiated with each client. Ongoing asset management clients are provided at the clients request with quarterly, semi-annual, or annual reviews, which vary in focus and may include asset allocation updates and rebalancing, performance reviews, tax and estate plan reviews, investment reviews, and more.

Project based clients may return at any time at their expense for an update of their current financial plan or for additional analysis.

Account reviews and investment plans are performed by Meredith Schneider.

### **Review Triggers**

Occasionally account reviews for ongoing asset management clients are performed more frequently when market conditions dictate, or when a client's objectives change. A review may be triggered by a client request, changes in market conditions, new information about an investment, changes in tax laws, or other important changes.

### **Regular Reports**

Written reports are sent to ongoing asset management clients based on their negotiated frequency of reviews. The reports may consist of an individualized letter summarizing the results of the review and our general thoughts on the economy, a statement of holdings from our portfolio accounting software, asset allocation analysis, tax-related information, updates to financial plan reports, portfolio graphs, or other reports as needed.



## **Client Referrals and Other Compensation**

### **Incoming Referrals**

Schneider Wealth Management has been fortunate to receive many client referrals over the years. The referrals have come from current clients, estate planning attorneys, accountants, and other sources. The firm does not pay for referrals.

### **Referrals to Other Professionals**

Schneider Wealth Management does not accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them.

## **Custody**

Under government regulations, we are deemed to have custody of your assets if, for example, you authorize us to instruct Schwab to deduct our advisory fees directly from your account. Schwab maintains actual custody of your assets. You will receive account statements directly from Schwab at least quarterly. They will be sent to the email or postal mailing address you provided to Schwab. You should carefully review those statements promptly when you receive them. We also urge you to compare Schwab's account statements to the periodic portfolio reports you will receive from us.

## **Investment Discretion**

### **Discretionary Authority for Trading**

Schneider Wealth Management accepts discretionary authority to manage securities accounts on behalf of clients. SWM has the authority to determine, without obtaining specific client consent, the securities to be bought or sold, and the amount of the securities to be bought or sold. However, if discretionary authority of limited power of attorney has not been given, SWM consults with the client prior to each trade to obtain concurrence. Discretionary trading authority facilitates placing trades in clients' accounts on their behalf so that we may promptly implement the investment policy that they have approved. In most cases, clients are provided with an opportunity for review and discussion prior to implementation of recommendations.

Third party investment managers have full discretion over trades and do not consult with SWM or with clients before placing trades.

### **Limited Power of Attorney**

Clients must sign a limited power of attorney before SWM is given discretionary authority. The limited power of attorney is included in the qualified custodian's account application for our main custodians. For accounts not held with our main custodians, clients may sign a separate limited power of attorney document giving discretionary authority to SWM.

## **Voting Client Securities**

### **Proxy Voting of Client Securities**

It is SWM policy not to vote proxy solicitations received on behalf of clients from the issuers of securities held in client's account. All such solicitations will be forwarded to client for voting. Clients should contact SWM by phone or email with any questions about a particular proxy or solicitation.

## **Financial Information**

### **Financial Condition**

Schneider Wealth Management does not have any financial impairment that will preclude the firm from meeting contractual commitments to clients and has not been subject to a bankruptcy proceeding. A balance sheet is not required to be provided because SWM does not serve as custodian for client funds or securities, other than as described above, and does not require prepayment of fees of more than \$500 per client, six months or more in advance.

## Requirements for State-Registered Advisers

### Principal

**MEREDITH H. SCHNEIDER**

#### Education Background:

- Yale University, New Haven, CT – BA: Ethics, Politics and Economics
- Georgetown Law School, Washington, DC.
- Certified Financial Planner™

CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® mark”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”). The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning.
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning in real world circumstances;
- Experience – Complete a least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Review an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP®

professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

**Business Background:**

- Advising clients since 1998
- 2007–Present: Principal, Schneider Wealth Management
- 1998-2007: Second Vice President, Portfolio Manager, Financial Advisor, Smith Barney
- Captain: US Army, Serving in Germany and Bosnia

**NASD Examinations Passed:** Series 7, 31, 63 and 65

**Other License:** California –Life and Annuity License #0C48374

**Other Activities:** Member NAPFA (National Association of Financial Advisors)

**Performance Based Fees:** None

**Disciplinary Information or Legal Action:** None

**Additional Compensation:** None