## Item 1: Introduction

Medallion Wealth Advisors ("MWA," "we," "our," "us") is registered with the Securities and Exchange Commission (SEC) as an investment adviser. We offer investment advisory services to retail investors rather than brokerage accounts and services; however, our Financial Advisors also offer brokerage services through an unaffiliated SEC Registered broker-dealer, American Portfolios Financial Services, Inc. ("APFS"). Brokerage and investment advisory services and fees differ, and it is important for retail customers ("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.

# Item 2: Relationships and Services

#### What investment services and advice can you provide me?

Our Financial Advisors provide investment advisory services to retail investors as Investment Advisor Representatives of MWA and brokerage services as registered representatives of APFS. Brokerage services and investment advisory services are different and the fees we, and APFS, charge for those services are different. You can also access free and simple tools to help you research firms and financial professionals at www.investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing. We do not impose account minimums at this time. We provide investment management services to individuals and their trusts and estates and non-profit organizations. We manage portfolios based on each client's unique investment objectives, risk tolerance, investment time horizon, withdrawal requirements and other special circumstances. While the underlying securities within client accounts are continually monitored, these accounts are reviewed quarterly and we make changes to them as we deem necessary. We offer a wrap fee program through which we provide portfolio management services as outlined above for one fee. The wrap fee includes our advisory fee, custodial and brokerage fees. We manage portfolios on a discretionary basis, which means we have the authority to buy and sell investments in your account without speaking to you prior to doing so. You can place reasonable restrictions on the securities that we purchase by notifying us in writing. We do not maintain custody of your assets, although we are deemed to have custody of your assets because you give us authority to withdraw our fees from your account. Assets are maintained with a qualified custodian; we maintain a relationship with a limited offering of custodians, and we will recommend such custodian to you, however, the choice of qualified custodian rests with you. In the event that you select a custodian with whom we do not have a relationship, we may offer advisory services to you on such assets on a non-discretionary basis, which means that the ultimate decision to follow and execute our investment advice rests with you. We do not have to limit the scope of the universe of securities that we use in managing client accounts. However, we generally construct and manage portfolios containing a blend of mutual funds and exchange traded funds ("ETFs") that we perceive as low-cost, across a broad spectrum of equity, fixed income and alternative asset classes. In some limited circumstances, we may incorporate individual equity or fixed income securities, or use option strategies. Additional services may include any, or all, of the following: financial planning, estate planning and wealth transfer, taxplanning, and business succession planning. When we provide those services, we rely upon the information clients provide and do not verify or monitor it. For more detailed information about our advisory business and the types of clients we generally service, please see Items 4 and 7, respectively in our Form ADV Part 2A Brochure and our Wrap Fee Disclosure Brochure.

#### Conversation starter. Questions to 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: Fees, Costs, Conflicts, and Standards of Conduct

#### What fees will I pay?

Investing is an individual journey, and we want to provide you with options. Below we outline the fees you could be charged for advisory services. For investment advisory services, we typically charge an ongoing quarterly fee (sometimes referred to as an asset-based fee). This fee is a percentage of the value of your account which generally ranges from .90%-1.25% of assets under management. All investment advisory fees are assessed quarterly, in advance. You pay this fee even if you don't buy or sell investments. The more assets you have in an asset-based fee account, the more you will pay in fees. This creates an incentive for us to encourage you to increase the size of your account, including by transferring or rolling over assets from other accounts. For some types of accounts, there is a per transaction charge in addition to an asset-based fee. We may also charge an hourly fee or fixed fee for additional services such as financial planning and consulting services that are of limited duration or nature. For wrap fee program accounts, you will pay us a single asset-based fee for advisory services. This fee also covers most transaction costs and certain administrative and custodial costs associated with your investments. Asset-based fees associated with the wrap fee program will include most transaction costs and fees to a broker-dealer or bank that has custody of these assets, and therefore are higher than a typical asset-based advisory fee. The fee you pay to your financial professional is generally negotiated with him or her directly, and subject to different maximums, depending on the advisory program selected. For accounts with asset-based fees, the more assets there

are in a retail investor's account, the more a retail investor will pay in fees, and the firm may therefore have an incentive to encourage the retail investor to increase the assets in your account. Other Fees and Costs, if applicable to your account, the custodian will charge you directly for other fees in addition to brokerage commissions and advisory fees, including: (1) account maintenance fees such as custody, trade confirmation processing, corporate actions, and transfer fees; (2) cash management fees such as cash sweep, checking, and wire fees; and (3) investment specific fees such as those for administration of alternative investments or for foreign securities. See the Fee Schedule for your custodian for more information. You should understand that these fees are not charged by us if your investment is in an account. You may also incur fees charged by the particular investment product in which you are invested, including mutual funds, ETFs, and other pooled funds, in addition to advisory fees charged by us. 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 Form ADV Part 2A Brochure (Items 5A, B, C, and D) and Wrap Fee Disclosure Brochure.

# $\label{lem:conversation} \textbf{Conversation starter. Questions to ask your Financial Professional:}$

- -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 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 help you understand what that means. For fee-based advisory accounts, the more money you invest, the more compensation we earn. We may recommend a particular custodian from whom we receive support services. This presents a conflict of interest, because our receipt of their support makes us inclined to continue using and recommending them. Our recommendation to utilize Charles Schwab as a custodian because of their quality products and services may benefit both you and MWA. Our financial professionals may hold insurance licenses; this will result in additional compensation which incentivizes us to recommend insurance products to you. We may recommend rollovers out of employer-sponsored retirement plans and into individual retirement accounts that we manage for an asset-fee. If we don't currently manage your account held with your employer's plan, this will increase our compensation which will incentivize us to recommend rollovers to you.

#### Conversation starter. Questions to ask your Financial Professional:

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

For additional information, please review our Form ADV Part 2A Brochure and Wrap Fee Disclosure Brochure.

## How do your financial professionals make money?

Our financial professionals are compensated based on the fees we earn from their advisory services or recommendations, as well as the time and complexity required to meet a client's needs. Some of our investment adviser representatives are dually licensed through APFS. Through this relationship, such registered representatives are paid trailing commissions directly from APFS; no commissions are paid to MWA. Our financial professionals are compensated in the form of bi-weekly distributions of an annualized salary from the Firm. They may also be compensated in the form of occasional annual bonuses, based on merit. Our financial professionals may hold insurance licenses; when you purchase life insurance from us, the financial professional acting as life insurance agent will receive additional compensation.

# Item 4: Disciplinary History

## $\label{lem:conditional} \textbf{Do you or your financial professionals have legal or disciplinary history?}$

No; neither our firm nor our financial professionals have any legal or disciplinary history to disclose. Visit <u>Investor.gov/CRS</u> for a free and simple search tool to research us and our financial professionals.

#### Conversation starter. Questions to 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 services can be found on our website, <a href="www.medallionwealth.com">www.medallionwealth.com</a>. If you would like to request up-to-date information and a copy of the CRS, please call us at 860-967-3032. You may also send a letter to the firm at: Medallion Wealth Advisors, LLC. ATTN: Compliance Department, 2 Bridgewater Road, Suite 201, Farmington, CT 06032.

#### Conversation Starter. Questions to Ask your Broker:

- 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?