

## Form ADV Part 3: Relationship Summary | June 2020 Brightworth, LLC

**Introduction** Brightworth, LLC (Brightworth) is registered with the US Securities and Exchange Commission (SEC) as an Investment Adviser. We offer comprehensive investment advisory and wealth management services as detailed below. 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](https://Investor.gov/CRS) which also provides educational materials about broker-dealers, investment advisers, and investing.

### **Relationships and Services** *What investment services and advice can you provide me?*

**Our Services:** Brightworth provides investment management services and financial planning to high net worth individuals, families, trusts, estates, charitable organizations, small business owners, pension and profit-sharing plans. Brightworth also does business under the name [McGill Advisors](#), a division of Brightworth, LLC which has a focus on serving dental industry professionals.

**Investment Management** - We provide investment advisory services on a discretionary basis. At the onset of our relationship, clients sign an Investment Management Agreement to delegate this authority to Brightworth, which allows us to place trades in client accounts, without us needing to speak with you prior to trading. Brightworth continuously monitors clients' managed investment accounts. We will typically meet with clients at least annually to discuss their portfolios.

**Financial Planning** - Brightworth also offers financial planning services, which address some or many aspects of the client's financial situation including: identification of financial goals and objectives; net worth analysis; retirement planning; cash flow projections; risk management analysis; education funding analysis; business planning; tax planning; estate planning and federal estate tax analysis; and charitable planning.

**Limited Investment Offerings:** Brightworth is independent, therefore we are not limited in the investment solutions and services we can offer to our clients. We primarily invest in portfolios of mutual funds and equities but will also recommend other types of investments based on what is suitable for each clients' specific circumstances. We do not recommend proprietary products.

**Account Minimums and Other Requirements:** Brightworth's minimum annual investment management fee is typically \$10,000 (1% \* \$1,000,000). The McGill Advisors division's minimum annual investment management fee is typically \$3,000 (1% \* \$300,000.) We will waive or reduce this minimum at the firm's discretion. Specifically, we will sometimes work with clients who do not meet the current investment minimum, when we expect the client to accumulate and invest additional assets over a reasonable period of time. **For additional information**, please see Item 4 and 7 of our [ADV Part 2A Brightworth](#) and [ADV Part 2A – McGill Advisors division](#).

### **CONVERSATION STARTER:** *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?*

### **Fees, Costs, Conflicts, and Standard of Conduct** *What fees will I pay?*

Brightworth and the McGill Advisors division's asset management fees are charged based on a percentage of assets under management. New clients are billed on a quarterly basis in advance, however existing clients who joined prior to 2016 are typically billed in arrears as specified in their investment management agreement. Financial planning services may be billed at an additional flat fee based on the specific scope and complexity of the analyses to be completed. Our investment management fees are separate from the external or internal fees and expenses that separate account

money managers, mutual funds, exchange traded funds, custodians, private partnerships, etc., charge to clients. Clients also will incur custodial fees and transaction costs to purchase and/or hold stocks, bonds, mutual funds, exchange traded funds, partnership interests or other securities. 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 Item 5 of our [ADV Part 2A – Brightworth](#) and [ADV Part 2A – McGill Advisors division](#).

**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 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 this means. We charge an asset-based fee, so when accounts increase in size (due to both additional deposits and growth of the assets), you will pay more in fees. Brightworth also benefits by charging asset management fees when we recommend that clients make IRA rollovers from 401(k) plans to accounts managed by Brightworth. **For additional information**, please see Items 10, 11 and 12 of our [ADV Part 2A – Brightworth](#) and [ADV Part 2A – McGill Advisors division](#).

**CONVERSATION STARTER:** *Ask your financial professional:*

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

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

Our Wealth Advisors are paid a base salary. Wealth Advisors are also eligible to earn additional compensation based on client retention and bringing in new clients and additional assets from existing clients to the firm. Advisors who are Partners (owners) of our firm, will also receive distributions based on overall firm profits. Advisors are therefore incented to recommend clients invest more in their investment portfolios due to the potential for increased compensation.

#### ***Disciplinary History Do you or your financial professionals have legal or disciplinary history?***

No, neither Brightworth nor the McGill Advisors division has any legal or disciplinary history to report. Please see [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research our firm and our financial professionals.

**CONVERSATION STARTER:** *Ask your financial professional:*

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

#### ***Additional Information***

For additional information on our firm, please visit our websites at [www.brightworth.com](http://www.brightworth.com) and [www.mcgilladvisors.com](http://www.mcgilladvisors.com). You can find our disclosure brochures on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Please call (404) 760-9000 with any further questions or to request a copy of our current relationship summary.

**CONVERSATION STARTER:** *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?*