

Form CRS Client Relationship Summary

Introduction

Freeman, Will & Niemeier, Inc. (hereinafter “FWN,” “we” or “us”) is registered with the Securities and Exchange Commission as an investment adviser.

Brokerage and investment advisory services and fees differ and it is important for you to understand the differences. The SEC offers free and simple tools to research firms and financial professionals at www.investor.gov/CRS which also provides information tailored to educate retail investors about financial professionals.

What investment services and advice can you provide me?

Our firm offers the following principal investment advisory services to retail investors.

- Portfolio Management
- Buying and Selling Securities
- Investment Recommendations

Portfolio Management Services include the provision of continuous advice to a client or investing the client’s account based on his/her particular circumstances. We offer Portfolio Management Services, including investment recommendations and the buying and selling of securities, on non-discretionary basis only. When engaged on a non- discretionary basis, you make the ultimate decision regarding the purchase or sale of investments. As part of our standard service, we monitor portfolio management services client accounts at least quarterly.

In addition to the above services, we also offer pension consulting, financial planning and consulting services.

FWN does not require a minimum investment or account size requirement.

For more detailed information, please see Items 4, 7 and 8 of our Form ADV, 2A Brochure (Part 2A) available at: <https://adviserinfo.sec.gov/firm/brochure/121628>

Conversation Starter. We encourage you 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?*

What fees will I pay?

For portfolio management services, our fees are generally assessed quarterly in arrears based on a percentage of assets held in your account. Our fee schedule is disclosed in our Form ADV Part 2A at Item 5.

If our firm charges you asset based fees, it is important to understand that the more assets held in the account, the more you will pay in fees. We therefore have an incentive to encourage a client to increase the assets held in his/her account.

For financial planning and consulting services, we typically charge an hourly fee. If we charge hourly fees, our firm has an incentive to recommend specific courses of action that require that we spend additional time, which will lead to representatives and/or the firm receiving additional compensation.

Some fee arrangements create conflicts of interest described in more detail in our Form ADV, Part 2A.

In addition to the principal fees and costs listed above, there are other fees and costs related to our investment advisory services that you may pay directly or indirectly. Examples of the most common additional fees and costs include custodial and brokerage fees, which are paid to the broker-dealer and fees to third-party advisers. Mutual funds and exchange-traded funds also charge management fees, which are separate from the fees assessed 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 more detailed information, please see Item 5 of our Form ADV, 2A Brochure (Part 2A) available at: <https://adviserinfo.sec.gov/firm/brochure/121628>

Conversation Starter. We encourage you 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 providing recommendations 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 recommendations and investment advice we provide you. Here are some examples to help you understand what this means.

- As mentioned above, the more assets the client has in his/her account, the more we receive in fees. We therefore have an incentive to encourage a client to increase the assets in his/her account.
- If our firm charges hourly fees, our firm has an incentive to recommend specific courses of action through the firm's services that may lead to representatives and/or the firm receiving additional compensation.

Conversation Starter. We encourage you to ask your financial professional:

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

For more detailed information, please see Items 5, 10 and 11 of our Form ADV, 2A Brochure (Part 2A) available at: <https://adviserinfo.sec.gov/firm/brochure/121628>

How do your financial professionals make money?

Our advisors are either owners or employees of FWN. Employees are paid a cash salary and may receive additional compensation based on a variety of factors, including business development. Owners are paid from firm profits (derived from advisory fees less expenses). Generally, compensation is related to the amount of client assets serviced by our professionals. This presents a potential conflict of interest in that our professionals are incentivized to encourage you to increase the amount of assets in your account(s) managed by us or to otherwise transition accounts/assets to our management. Certain of our Owners also receive commissions for selling insurance products, and thus have an incentive to recommend the sale of these insurance products versus other investments that do not pay commissions.

Do you or your financial professionals have any legal or disciplinary history?

No, neither our firm nor our financial professionals have any legal or disciplinary history. Visit www.investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

Conversation Starter. We encourage you to ask your financial professional:

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

Additional Information

You can find additional information about our services and request a copy of the relationship summary by visiting www.fwnadvisors.com emailing at efreeman@fwnadvisors.com or calling us at (812) 425-1030.

Conversation Starter. We encourage you to ask your financial professional:

- *Who is my primary contact person? Is he or she a representative of an investment adviser or a broker-dealer?*
- *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?*