

Managed Wealth Advisors

Registered Investment Advisor

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FORM ADV PART 2A

BROCHURE

This brochure provides information about the qualifications and business practices of Managed Wealth Advisors. If you have any questions about the contents of this brochure, please contact us at (908) 369-0380. 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.

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

Additional information about Managed Wealth Advisors is also available on the SEC's website at www.adviserinfo.sec.gov. The searchable IARD/CRD number for Managed Wealth Advisors is 152710.

SUMMARY OF MATERIAL CHANGES

Pursuant to current SEC Rules, we will ensure that you receive a summary of any materials changes to this and subsequent Brochures within 90 days of the close of our business' fiscal year which occurs at the end of the calendar year. We may further provide other ongoing disclosure information about material changes as necessary.

We will further provide you with a new Brochure as necessary based on changes or new information, at any time, without charge.

Currently, our Brochure may be requested by contacting James Lentz, at (908) 369-0380 ext 1 or jlentz@madvisors.net.

Additional information about Managed Wealth Advisors is also available via the SEC's web site www.adviserinfo.sec.gov.

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I. *Advisory Business*

Managed Wealth Advisors is a fee only Registered Investment Advisor headquartered in Neshanic Station, NJ with an office in Florida. The firm was established in January 2010 and had approximately 37 million in assets under management as of 12/31/2024. The principal owner of the firm is James Lentz.

Managed Wealth Advisors provides Investment Advisory Services through discount broker/dealers to hold and value account owner's securities. Managed Wealth Advisors will not act as a custodian for any account and utilizes custodian services of companies such as Charles Schwab, for the custody of all account owner's funds and securities.

Managed Wealth Advisors will manage all portfolios on a discretionary basis. The portfolios may consist of Equities, Derivatives (options), Closed End Mutual Funds and/or Exchange Traded Funds (ETF's). Each client has the ability to impose reasonable restrictions on the management of the account. Each client will have a separate account at the custodian. Portfolio holdings are subject to change at any time, without notice.

Investment Advisor Services

Investment Advisor Services begin with an Advisor working with each new client to help identify and profile the client's investment objectives, general risk tolerance and overall investment time horizon. The goal with clients is to measure and match individual risk tolerance levels with expected long-term portfolio returns and volatility levels.

Managed Wealth Advisors manage client accounts using a Tactical Asset Allocation for selecting an investment portfolio. Portfolio will consist of selected stocks that will use derivatives such as covered calls and cash secured puts, etc. (depending on the clients understanding and risk tolerances) in conjunction with closed end mutual funds to enhance yields and alleviate market volatility.

Managed Wealth Advisors also assists clients in establishing a securities account at a brokerage firm which maintains custody of client securities. Managed Wealth Advisors recommends clients establish a brokerage account with Charles Schwab but clients are not required to do so.

Monthly securities account statements as well as transaction confirmations (at the clients discretion) are provided by the client's custodian, while Managed Wealth Advisors, provides each client with a quarterly report including a transactions history, gains/loss statement as well as a time weighted average return report.

Managed Wealth Advisors provides investment management services to clients wishing to have their investments managed continuously on a discretionary basis. This means that the firm has the authority to purchase and sell securities in the amount and at the times it believes it is suitable to do so for client accounts without prior notification.

II. ***Fees and Compensation***

The Advisor may make amendments to this schedule of fees at any time with sufficient written notice to the client. Fees are paid in advance, on a quarterly basis.

Fee Calculation:

Managed Wealth Advisors are not dually registered or affiliated with a broker/dealer and do not accept compensation on the sale of securities.

Managed Wealth Advisors will receive a fee for investment supervision and management of the Portfolio based on the market value of the Portfolio (including cash and equivalent items) as follows:

- .50% per annum
- There is a minimum fee of \$50 per quarter for accounts over \$10,000 to Under \$40,000
- There is a minimum fee of \$50 per year (4th Quarter only) for accounts under \$10,000

Fees will be payable in advanced in quarterly installments, with each installment based on the market value of the Portfolio as of the end of the calendar quarter. Payment will be due to Advisor within (10) days after receipt of billing. If this Agreement ends on a date other than the beginning of the billing calendar quarter, the fee for that partial quarter shall be prorated accordingly. If the contract is entered before the beginning of a quarterly billing period the initial fee will be waived.

Fees will be based on the per family, cumulative total of all accounts under management by Managed Wealth Advisors. Family is defined as all persons living at a single residence (including all family members, elderly family member(s) non-resident under the supervision of the client, domestic partners or cohabitation). It is also noted that the above fee structure can be negotiated at the time of entering this agreement; however, fees cannot be waived or reduced due to underperformance of the Portfolio.

Transaction fees, and/or other fees charged by the custodian, are in addition to advisory fees. Fees and charges will be noted on the client statements and/or confirmations. Clients may incur certain charges imposed by third parties in connection with their investments including, but not limited to, mutual fund fees or commissions, surrender charges, deferred sales charges, 12(b)-1 fees, variable annuity sales commissions, qualified retirement account fees, spread costs, and transaction ticket charges.

Terminations and Refunds:

Advisory fees are billed in advance. Investment advisory agreements may be terminated at any time by either of the parties upon written notice to the other. Said termination shall be effective immediately, or on an agreed upon date. Since fees are billed in advance, any accounts closed during the middle of a quarter will be refunded the advisory fee paid from the closing date to the end of the quarter based upon the total days remaining in the quarter. The daily amount to be refunded to the client will be determined by the amount the client paid in advance for the full quarter, and divided by the total days in the quarter.

III. ***Performance-Based Fees and Side-By-Side Management***

Managed Wealth Advisors does not charge any performance-based fees.

IV. ***Types of Clients***

Managed Wealth Advisors primarily manages Individuals Brokerage and Retirement Accounts

There is no minimum investment required by an individual investor client. However, there is a minimum fee of \$50 per quarter for accounts over \$10,000.00 to \$40,000 or \$50 per year for accounts under \$10,000.00. The Advisor may waive the minimum quarterly fee on a client-by-client basis.

V. ***Methods of Analysis, Investment Strategies and Risk of Loss***

Managed Wealth Advisors manage client accounts using Tactical Asset Allocation for selecting an investment portfolio. At certain periods, securities may appear overvalued or undervalued. The logic behind this allocation theory is a continuous attempt to increase exposure to asset classes likely to outperform. This strategy attempts to create extra value by taking advantage of certain situations in the marketplace. It is as a moderately active strategy where the portfolio's original strategic asset mix is altered when the desired profits are achieved or the assets that comprise the portfolio are viewed as overvalued.

The portfolio will be constructed by searching for suitable investment given each client's risk tolerance and the analytical components that guide our selection. The criteria to determine that selection may include one or more of the following:

- ***Fundamental analysis:*** Evaluating a security by examining related economic, financial and other qualitative and quantitative factors. Fundamental analysis attempt to study everything that can affect the security's value, including macroeconomic factors (like the overall economy and industry conditions) and company-specific factors (like financial condition and management). The end goal is to produce a value that an investor can compare with the security's current price, with the aim of determining what of position to take with that security if any.
- ***Dividend yields:*** Annual dividends each year relative to the current share price. In the absence of any capital gains, the dividend yield is the annual return on investment for a stock. The growth of the dividend rate is also believed to produce a corresponding increase in the value of the equity over the long run.
- ***Earnings and growth:*** The amount of profit that a company produces during a specific period. Earnings are the main determinant of its share price, because earnings and the circumstances relating to them can indicate whether the business will be profitable and successful in the long run.
- ***Current value ratios:*** The analysis of ratios such as the price-earnings (P/E) ratio. The PE ratio gives investors an ability to value the stock on the selection of a reasonable ration among its peers and prospects for growth.
- ***Management:*** Examining perceptions about management and perceptions by management. It includes various qualitative judgments regarding the competence of current and prospective company management, as well as issues related to insider buying, future strategies to increase operations and market share.
- ***Cyclical and non-cyclical stocks:*** Realizing that different industries respond differently to economic fluctuations. A slowing of the economy would adversely affect the cyclical companies while the non-cyclical should perform better as a defensive investment.

- **Technical analysis:** Examining how the company is currently perceived by investors as a whole. Technical analysis is a method of evaluating securities by researching the demand and supply for a stock or asset based on recent trading volume, price studies, as well as the buying and selling behavior of investors.

After a determination of the suitable assets that will comprise the client's portfolio an options strategy will be implemented to build and manage the portfolio. Those options will include using a covered call strategy as well as using a cash secured put strategy as a means to enter a position. Other more complex options may be implemented if the client has a clear understanding of the risk. Each client has the ability to impose restrictions on type of strategies used on each account.

As with any investment strategy, there is the potential for profit as well as the possibility of loss. Asset allocation does not ensure a profit or guarantee against a loss. Managed Wealth Advisors does not guarantee any minimum level of investment performance or the success of any portfolio or investment. All investments involve risk and investments will not always be profitable. Past performance is no guarantee of future results. The investment return and principal value of an investment will fluctuate so that an investor's shares may be worth more or less than their original cost.

VI. ***Disciplinary Information***

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of the integrity Managed Wealth Advisors. Managed Wealth Advisors has no disciplinary action applicable to this Item.

VII. ***Other Financial Industry Activities and Affiliations***

When recommending broker/dealers as custodians, Managed Wealth Advisors usually suggests that clients select Charles Schwab for administrative support services. These services include computer access to customer positions, quotes, reports to clients, securities research and other benefits.

Although Managed Wealth Advisors believes that the use of these services enhances its advisory services to clients, Managed Wealth Advisors does not vouch for or give any opinion as to the validity or the solvency of Charles Schwab and it is the sole responsibility of the Client's due diligence to approve the use of the Broker/Dealer or provide an alternative Broker/Dealer at the Clients choosing and grant Authorized Trading Authority through such Broker/Dealer to Managed Wealth Advisors.

In the event that a client directs Managed Wealth Advisors to use a particular Broker Dealer, Managed Wealth Advisors may not be authorized under those circumstances to negotiate commissions and may not be able to obtain volume discounts or best execution. In addition, under these circumstances a disparity in commission charges may exist between the commissions charged to clients who direct Managed Wealth Advisors to use a particular Broker Dealer and other clients who do not direct Managed Wealth Advisors to use a particular Broker/Dealer.

VIII. ***Code of Ethics, Participation or Interest in Client Transactions and Personal Trading***

We do not disclose your information to outside parties. We do not share, sell or rent your personal information. The use of, and access to, your personal information by Managed Wealth Advisors is restricted to those employees who need to know that information to process transactions or provide financial services to you. We will keep information about current, former, and prospective clients confidential unless:

- The information concerns illegal activities on the part of the client or prospective client,
- Disclosure is required by law, to comply with subpoenas, or court or government agency orders, or
- The client or prospective client provides written or oral permission allowing disclosure of the information.

This includes disclosing information to professionals such as: attorneys, accountants, and/or financial professionals in order to provide services on your behalf.

Code of Ethics:

- **The Golden Rule.** One should treat others as one would like others to treat oneself. Having the trust in your investment advisor is paramount when your financial securities are being managed. The following personal pledges outline our code of ethics and are the cornerstone of our business, a business which is built on fairness, objectivity, honesty and integrity.
- **Fiduciary Duty.** We pledge to hold the client's interest above our own in all matters. We will disclose ANY conflicts of interest and clearly and accurately describe those conflicts and how we will maintain impartiality in the recommendations to our clients. We will always act in the best interests of our clients.
- **Confidentiality.** We pledge to protect the confidential information of our clients, including the amount of money under management and the returns of those accounts. Any information that our clients provide us is for professional use only. If a client decides to terminate their agreement, we will continue to adhere to these privacy policies and practices unless otherwise required by law to disclose.
- **Suitability.** We pledge to build your portfolio with suitable investments based on the client's investment objectives; financial situation and other factors such as liquidity needs and risk tolerances.
- **Accessibility.** We pledge to always be available to our clients by promptly answering all inquiries and addressing all issues and concerns in a professional and courteous manner. All of our clients are treated with the same due diligence, regardless of the size of their portfolio.
- **Education.** We pledge to help every client develop a clear understanding of the reasoning behind strategies used in managing their accounts. We will present information to our clients to allow them to make informed decisions. We also pledge to continue the learning process throughout our careers so as to maintain a high level of professional competence.
- **Compensation.** We pledge to keep fees reasonable and consistent within the industry standard. We will always inform our clients of how we are paid, so as to minimize and disclose any potential conflict of interest and to understand the nature of our compensation.

Personal Trading:

On occasion, the Advisor may own securities that it also recommends to Clients, which may present a potential conflict of interest. However, as a preventative measure, all client transactions will be conducted and implemented before any such transaction relating to any personal accounts of any affiliated persons of the Advisor. In addition to this measure, all of the aforementioned principals of Advisor will act in accordance with applicable securities laws and conduct their business to ensure overall compliance with *Insider Trading Rules and the Securities Fraud Enforcement Act of 1988*.

IX. Brokerage Practices

It is necessary for the client to open an account with a Broker/Dealer to establish an investment advisory relationship. The clients will be required to fill out the necessary forms to establish Managed Wealth Advisors as the advisor and to grant Limited Trading Authority with discretion over the client assets.

Managed Wealth Advisors suggests that clients use Charles Schwab as the custodian for client accounts. The recommendation of Managed Wealth Advisors is based on our opinion that Charles Schwab provides:

- Cost competitive pricing of transaction fees charged to clients;
- Securities research and related brokerage services;
- An advisory website, allowing a single platform for the advisor to access all accounts under management;
- A retail website, giving each client the ability to access their own account information, including positions, transaction confirmations, monthly statements, tax documents, and other benefits not related to the advisory role

Managed Wealth Advisors receives no direct economic benefit from and does not have a financial incentive to recommend a specific custodian.

X. Review of Accounts

All accounts managed by Managed Wealth Advisors are reviewed on a daily basis for cash flows and transactions. On an ongoing basis, account-specific reviews may be triggered by economic news, client requests, securities research, deposits to or withdrawals from an account or other events. Detailed quarterly reviews are conducted before the billing for the calendar-quarterly reports are distributed.

XI. Client Referrals and Other Compensation

Managed Wealth Advisors does not compensate or use any solicitor not licensed as an Investment Advisor Representative registered with our firm.

XII. Custody

Managed Wealth Advisors does not take custody of client funds or securities. Clients should receive monthly statements from the broker-dealer or other qualified custodian that holds and maintains client's investment assets. Managed Wealth Advisors urges clients to carefully review such statements and compare such official custodial records to the account statements that we may provide to you. Managed Wealth Advisors statements may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

XIII. *Investment Discretion*

Upon receiving written authorization from a client, the Advisor may manage client assets on a discretionary basis. The Client delegates to the Advisor limited trading authority with respect to the transactions of any securities purchased, sold, exchanged, convert, tender, trade or otherwise acquire or dispose of stocks, bonds, and other securities, including the purchase and/or sale of options contracts, on margin or otherwise.

The client approves the discretionary authority by signing an investment advisory agreement with Managed Wealth Advisors and limited power of attorney with the custodian. This authority shall continue until written cancellation is provided by the client or the Advisor.

XIV. *Voting Client Securities*

Managed Wealth Advisors shall have no authority or obligation to take any action or render any advice with respect to the voting of proxies. Clients may call Managed Wealth Advisors for general advice on where to get more information.

XV. *Financial Information*

Registered investment advisers are required in this Item to provide certain financial information or disclosures about their financial condition. Managed Wealth Advisors has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients, and has not been the subject of a bankruptcy proceeding.

XVI. Requirements for State-Registered Advisers

Education and business background of those advising clients on behalf of Managed Wealth Advisors.

James R. Lentz, CFP®**Born: 1968**

Principal, Managed Wealth Advisors

Education:

- University of Mississippi, BA Business (1992)
- American College (Certified Financial Planner curriculum completed) 2010-2011
- CERTIFIED FINANCIAL PLANNER (2013)¹

Business Background:

- Managed Wealth Advisors (01/2010 - Present)
- Farmers Insurance Company: Portfolio Manager (05/2001 - 11/2009)

Licensing:

- Series 65 - Registered Investment Advisor

Frank W. Lentz**Born: 1937**

Registered Investment Advisors, Managed Wealth Advisors

Education:

- Rochester Institute of Technology, Bachelor of Science (1963)

Business Background:

- Managed Wealth Advisors (08/2010 - Present)
- Farmers Insurance Company: President, VP, Treasurer & Portfolio Manager (10/1983- 11/2009)

Licensing:

- Series 65 - Registered Investment Advisor

¹ The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) 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. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

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 to real world circumstances;
- Experience – Complete at 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 – Renew 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.