

[McKinley Carter Wealth Services, Inc.](#) (“MCWS,” “we,” “us,” or “our”) is registered with the [U.S. Securities and Exchange Commission](#) (“SEC”) as an Investment Adviser. Brokerage and investment advisory services and fees differ. It is important for a retail investor to understand the differences. There are free and simple tools available for investors to research firms and financial professionals at [Investor.gov/CRS](#). This site also provides educational materials about broker-dealers, investment advisers, and investing.

WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE ME?

MCWS offers investment advisory services to retail investors including financial planning, consulting, and wealth management. We manage products including: mutual funds, exchange-traded funds (“ETFs”), equities, options, and fixed income securities. Under a Wealth Management Agreement, our service includes ongoing monitoring of your investment portfolio. Conversely, our consulting services do not include ongoing monitoring. These services include periodic reviews at the client’s request. MCWS manages accounts on either a discretionary or non-discretionary basis. Discretionary management means that we will be authorized by you to make investment decisions, and we will buy and sell the securities we have recommended to you. Non-discretionary management means you as the investor make the ultimate decision whether to purchase or sell the securities recommended to you. We do not limit our advice to a limited menu of investments and do not have a minimum account requirement for our services. Additionally, we offer advisory services to institutional clients, retirement plans and philanthropic entities. For more detailed information about our services, refer to our [Form ADV, Part 2A brochure](#). (<https://adviserinfo.sec.gov/firm/summary/135184>)

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?*

WHAT FEES WILL I PAY?

Description of Principal Fees and Costs: MCWS is compensated for wealth management services either by (i) a fixed fee, (ii) an asset-based fee, or (iii) a combination of fixed and asset-based fees. Retail investors are billed in arrears on a monthly basis, and fees are pro-rated unless otherwise agreed upon in your wealth management agreement. Assets Under Management (AUM) fees range from .40% to 1.25% annually with a \$3000 minimum. When you are charged an asset-based fee, the larger your account, the more you will pay in fees, and MCWS therefore has an incentive to encourage you to increase the assets in your account. When you are charged a fixed fee, the amount is determined based on the nature of the services being provided and the complexity of your circumstances. Fixed Fees generally range from \$1,000 to \$20,000 annually. In either case, you will be charged at the rate set forth in your management agreement. Those clients who were clients of other investment advisers that have merged with MCWS may continue to pay fees in accordance with the fee and frequency schedule agreed upon with a predecessor firm.

Additionally, we charge a fixed fee and/or hourly fee for financial planning and consulting services. These services and fees are specified in an agreement between you and MCWS. We negotiate terms of financial planning and consulting agreements with clients on a case-by-case basis. Fees are determined based on the nature of the services being provided and the complexity of each client’s circumstances. One-half of the financial planning / consulting fee is payable upon entering into the written agreement. The balance is generally due upon delivery of the financial plan or completion of the agreed upon services.

Description of Other Fees and Costs: All fees paid to MCWS are separate and distinct from the fees and expenses that may be charged by other advisors (including separate account managers, mutual funds and/or ETFs), custodians, banks, and brokers. Other fees charged to you that are related to your account are fees to the custodian and broker, fees related to mutual funds, ETFs, transactional fees, and product-level fees.

Additional Information: *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 the fees and costs you are paying.* The fees for investment advisory services are described in further detail in our firm's ADV, in particular [Part 2A brochure, Items 5.A., B., C., and D.](#)

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 this means.

While the rate by which an account is charged does not change, larger account balances equate to more fees paid to us. Accordingly, it will benefit us to recommend that clients increase the assets managed by MCWS. Additionally, MCWS receives software and support services from their primary custodians creating an incentive for them to recommend these custodians to retail investors. For more detailed information regarding conflicts of interest, please see our [Form ADV, Part 2A brochure](#).

QUESTIONS TO 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 financial professionals are paid a salary and other non-cash compensation in the form of an employee benefits package. Our financial professionals can earn a bonus and additional compensation based on exceptional client service, retaining client relationships, developing new client relationships, and the financial results of the firm. The factors which affect how much our financial professionals are paid include: the amount of client assets they service, the revenue received by the firm for financial advisory services conducted by the financial professional, and the time and complexity required to meet a particular client's financial needs and objectives.

DO YOU OR YOUR FINANCIAL PROFESSIONALS HAVE LEGAL OR DISCIPLINARY HISTORY?

No, MCWS does not have any legal or disciplinary history to report. Please see Investor.gov/CRS for a free search tool to research MCWS and our Financial Professionals.

QUESTIONS TO ASK YOUR FINANCIAL PROFESSIONAL

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

ADDITIONAL INFORMATION

You may also find additional information about MCWS and your Financial Professional on the SEC's Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov. Please call us at (304) 230-2400 for up-to-date information about our services or to request a copy of our relationship summary.

QUESTIONS TO ASK YOUR FINANCIAL PROFESSIONAL

- *Who is my primary contact person?*
- *Is he or she a representative of an investment adviser or broker dealer?*
- *Who can I talk to if I have concerns about how this person is treating me?*