

ITEM 1. INTRODUCTION

G.W. Sherwold Associates, Inc. (the “Firm”, “we”) is registered with the Securities and Exchange Commission as a broker-dealer member of [FINRA](http://www.finra.org) (www.finra.org) and [SIPC](http://www.sipc.org) (www.sipc.org) and an SEC registered investment adviser firm. The selection of an appropriate type of firm to work with is key as brokerage and investment advisory services and fees differ and it is important for you to understand the 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?”**

As a hybrid firm, we are able to provide brokerage and/or advisory services. The types of services and methods of delivery vary in a number of ways. Regardless of the type of account opened, we work with you to determine your risk profile, liquidity needs, investment experience, investment objectives, time horizon, etc. We base our investment recommendations upon that information, as well as any further input from you. In the conduct of our business, we work with retail investors, small businesses, pension plans, and institutional investors. Gary Sherwold is the sole owner of the Firm.

Brokerage Accounts: The firm recommends the purchase and sale of mutual funds and variable products. Brokerage transactions for customer accounts are completed on a nondiscretionary basis. As such, you make the ultimate decision regarding the purchase or sale of investments. We do not provide ongoing monitor of brokerage accounts or assets we recommend. We do not require any account minimum to open a brokerage account. We are limited to those types of securities identified above, as well as to those product sponsors with which we have selling agreements. We do not sell or recommend proprietary products. The Firm first became registered as a broker-dealer in May, 1997.

Investment Advisory Accounts: The firm recommends the purchase and sale of a broad range of securities through its advisory accounts. Advisory accounts are serviced on a discretionary basis, with the exception of 401k accounts, which are managed on a non-discretionary basis. Where we maintain discretion (all accounts except 401k accounts), we will make investment decisions on your behalf, and we will not communicate each transaction prior to execution. Where we do not have discretion (401k accounts only), the plan sponsor make the ultimate decision regarding the purchase or sale of investments. We actively monitor our advisory accounts on an at least quarterly basis. This account monitoring is provided for as part of our standard advisory agreement. In addition to standard portfolio management, we offer financial planning services. We do not require any account minimum to open a brokerage account. While we do not specifically limit the investment options available, we are limited to those product sponsors with which we have selling agreements. We do not sell or recommend proprietary products. The Firm first became registered as an Investment Adviser in June, 1994.

Additional information regarding our firm’s services can be found in our Form ADV, specifically Items 4 and 7 of Part 2A, available at <https://adviserinfo.sec.gov/firm/summary/42186>. We do not provide a Wrap Program.

Conversation Starters: Not sure what to ask next? The questions below can be a jumping off point to start a conversation about relationships and services:

- “Given my financial situation, should I choose an investment advisory service? Should I choose a brokerage service? Should I choose both types of services? 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 STANDARD OF CONDUCT

“WHAT FEES WILL I PAY?”

The fees paid vary depending upon the type of account you open. Regardless of the type of account or the type of fee, the below compensation structures represent a conflict of interest in the form of an incentive to recommend transactions (commissions), specific products (commissions, 12b-1 fees, investment in accounts belonging to the firm or its financial professionals), movement of assets to advisory accounts (advisory fees).

Brokerage Accounts: The Firm is compensated through commissions and 12b-1 fees. These are transaction-based fees. As such, you will pay more when there are more transactions in your account. Commissions are paid by you directly, and they are based upon a percentage of the amount invested. 12b-1 fees are a management fee paid by the mutual fund or variable annuity product sponsor to broker-dealers who act as selling agents for the product. While these 12b-1 fees are not paid directly by you, they do reduce the investable funds held in the asset. Commissions and 12b-1 fees vary by product, share class, and breakpoint levels and are provided for in the prospectus of the recommended product, which we deliver to you prior to or concurrently with a transaction.

Investment Advisory Accounts: The Firm is compensated for our investment advisory services through a number of means:

Percentage of Assets Under Management	<p>The Firm charges fees based upon a tiered structure:</p> <table border="1" data-bbox="537 1100 1073 1310"> <thead> <tr> <th>Assets Under Management</th> <th>Annual Fee</th> </tr> </thead> <tbody> <tr> <td>First \$250,000</td> <td>2%</td> </tr> <tr> <td>Next \$250,000 - \$500,000</td> <td>1.75%</td> </tr> <tr> <td>Next \$500,000 - \$750,000</td> <td>1.5%</td> </tr> <tr> <td>Next \$750,000 - \$1M</td> <td>1.25%</td> </tr> <tr> <td>Next \$1M+</td> <td>1%</td> </tr> </tbody> </table> <p>The firm does not charge a minimum fee.</p> <p>Advisory fees are charged quarterly in advance. The initial quarterly fee is computed based on the annual percentage rate shown above as applied to the beginning balance of managed assets, prorated by the number of days remaining in the initial quarterly cycle. Subsequent quarterly fees are computed based upon the annual percentage rate shown above as applied to the value of the managed assets on the 20th of the month prior to the start of the quarterly billing cycle (i.e., calculated on June 20th for the quarter beginning July 1st). When the 20th of the month prior to the start of the quarterly billing cycle falls on a weekend day or holiday, the next business day after the weekend day or holiday will be the valuation date for quarterly advisory fee billing purposes. Prorated fees will be charged for any additions (not to include reinvested dividends and capital gains) to the accounts between anniversary dates. Advisory fees are negotiable.</p>	Assets Under Management	Annual Fee	First \$250,000	2%	Next \$250,000 - \$500,000	1.75%	Next \$500,000 - \$750,000	1.5%	Next \$750,000 - \$1M	1.25%	Next \$1M+	1%
Assets Under Management	Annual Fee												
First \$250,000	2%												
Next \$250,000 - \$500,000	1.75%												
Next \$500,000 - \$750,000	1.5%												
Next \$750,000 - \$1M	1.25%												
Next \$1M+	1%												
Hourly Fee	Financial planning services are offered at a rate of \$185/hour. An estimate will be provided prior to commencement of work. The fee is due upon completion of the plan.												

Your advisory agreement may be terminated within five business days of initiation without penalty. After five business days, either party may terminate the agreement provided the other party is given thirty days' written notice.

Clients should be aware that opening an investment advisory account carries with it costs beyond the advisory fee(s) the Firm charges. When placing a transaction order to buy or sell securities, advisory clients may have to pay any or all of the following charges in addition to the advisory fees charged by this firm: brokerage commissions; custodian fees; postage charges; processing charges; ticket charges; early surrender fees; transfer fees; administrative fees for investments in mutual funds and variable annuities, and 12b-1 fees in addition to administrative fees, and other marketing fees for mutual funds and variable annuities, paid to a broker dealer; account maintenance fees charged by a broker dealer for an account, especially if inactive.

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 advisory accounts, the Firm, through your account custodian, withdraws its fees directly from your account. In furtherance of assessing these fees, you agree to such withdrawals through your advisory agreement, and the custodian sends an invoice outlining the fees charged.

Additional information regarding our firm's services can be found in our Form ADV, specifically Items 5.A. and 5.D. of Part 2A, available at <https://adviserinfo.sec.gov/firm/summary/42186>. We do not provide a Wrap Program.

Conversation Starter: Not sure what to ask next? The question below can be a jumping off point to start a conversation about the impact of fees and costs on investments:

- "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 AS MY BROKER-DEALER OR WHEN ACTING AS MY INVESTMENT ADVISER? HOW ELSE DOES YOUR FIRM MAKE MONEY AND WHAT CONFLICTS OF INTEREST DO YOU HAVE?"

Standard of Conduct:

When we provide you with a recommendation as your broker-dealer or 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.

- **Third-Party Payments:** The Firm recommends mutual funds. Some of these recommendations will result in the Firm receiving compensation in the form of 12b-1 fees. This creates a conflict of interest in that it incentivizes your registered representative to recommend funds or share classes that pay these fees. We address this conflict as outlined in the introduction to this section, "Item 3".

Conversation Starter: Not sure what to ask next? The question below can be a jumping off point to start a conversation about conflicts of interest:

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

Additional Information regarding our firm's conflicts of interest can be found in our Form ADV, specifically items 5, 10, 11, and 12 of Part 2A, available at <https://adviserinfo.sec.gov/firm/summary/42186>.

“HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?”

Our financial professionals are compensated through a percentage of the commissions or fees generated through their activities. The fees paid vary depending upon the type of account you open. Regardless of the type of account or the type of fee, the compensation structures represent a conflict of interest in the form of an incentive to recommend transactions (commissions), specific products (commissions, 12b-1 fees, investment in accounts belonging to the firm or its financial professionals), or movement of assets to advisory accounts (advisory fees).

ITEM 4. DISCIPLINARY HISTORY

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

Firm – No. Financial Professionals - Yes. For more information, visit investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

Conversation Starter: Not sure what to ask next? The question below can be a jumping off point to start a conversation about the financial professional's disciplinary history:

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

ITEM 5. ADDITIONAL INFORMATION

For more information on our firm and services, please visit investor.gov/CRS, as well as our website at www.gwsherwold.com. You may also contact Gary Sherwold at (949) 470-0700 with specific questions, concerns, or complaints, to request up-to-date information, or to request a copy of the Firm's current Customer Relationship Summary.

Conversation Starter: Not sure what to ask next? The question below can be a jumping off point to start a conversation about the contacts and complaints:

- “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?”