

Item 1.
Introduction

Novi Wealth Partners (Novi Wealth) is an investment adviser registered with the Securities and Exchange Commission (SEC). 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](https://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?

We primarily offer discretionary investment advisory services. “Discretionary” means the client authorizes us to place trades in their account without notifying them in advance. In limited situations, we maintain non-discretionary authority which means we must obtain client approval prior to placing a trade.

Novi Wealth primarily allocates client’s investment assets among mutual funds, mutual fund asset allocation programs, and separate account management programs offered through certain custodians. Novi Wealth also provides financial planning and consulting.

Novi Wealth will help you navigate the complexities of investment decision making. Strategic investment planning is at the core of any successful wealth management plan. Novi Wealth Partners works closely with each client to create an asset allocation strategy specific to the client's needs and objectives. We consider the following: return expectations, risk tolerance, income and liquidity needs, income tax situation, estate and wealth transfer planning, philanthropic intentions, and legacy aspirations. These criteria will assist us in charting the course for designing a wealth plan appropriate for your goals. We then apply advances in financial research and science to design and manage your personal investment plan. We monitor accounts on a daily basis but only trade when necessary.

The minimum account size is \$500,000 but is negotiable depending on client. For additional information, please see our ADV Part 2A Firm Brochure – Items 4,7,8, and 13: <https://adviserinfo.sec.gov/firm/brochure/166539>

Conversation Starters

- **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?**

Item 3.
Fees, Costs,
Conflicts, and
Standard of
Conduct

What fees will I pay?

We bill most clients an ongoing asset-based fee, charged quarterly in advance. These fees are within a range of 0.5% to 1.25% on assets under management. You may incur transaction costs and custody fees in addition to our management fee. In the event an Independent Manager is selected, their fee will be in addition to our management fee. You may also pay the custodian for things like wire transfers, check printing and delivery, ATM withdrawals, etc. Some investments, such as mutual funds and ETFs, impose additional fees that will reduce the value of your investments over time.

For consulting and financial planning, Novi Wealth will charge a fixed or hourly fee. Depending on the size and complexity of the engagement, fixed fees can range from \$2,500 - \$100,000. On a very limited basis, Novi Wealth may arrange to charge on an hourly basis. The fee would typically range from \$150 to \$450 per hour.

You will pay fees and costs whether you make or lose money on your investments, and these will reduce any amount of money you might make over time. Please make sure you understand what fees and costs you are paying. For additional information, please see our ADV Part 2A Firm Brochure – Items 4,5, and 12: <https://adviserinfo.sec.gov/firm/brochure/166539>

Conversation Starters

- **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 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 Novi Wealth acts 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 impact the objectivity of the investment advice we provide you.

Novi Wealth earns more fees as your account size increases. As a result, conflicts will arise if we recommend retirement plan account rollovers to an IRA in which we manage. In addition, our financial planning may include a recommendation that you need investment management services. In these situations, Novi Wealth takes its role as your advisor seriously and has implemented controls and mitigation to ensure our clients always receive advice that is in their best interests. For additional information, please see our ADV Part 2A Firm Brochure: <https://adviserinfo.sec.gov/firm/brochure/166539>

Conversation Starters

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

How do your financial professionals make money?

All our professionals are paid a salary. No compensation is based upon any sales goals, product sales or any other incentive that would impact a financial professional's advice.

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

No. Please visit Investor.gov/CRS for free and simple search tool to research Novi Wealth and its financial professionals.

Conversation Starters

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

You may obtain additional information about Novi Wealth including our most recent Client Relationship Summary form by visiting www.noviwealth.com or calling us at 1-609-921-7002.

Conversation Starters

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

Item 4.
Disciplinary
History

Item 5.
Additional
Information