



March 21, 2022

Pillar Wealth Management Co. Form CRS Client Relationship Summary

Pillar Wealth Management Co. is registered with the Securities and Exchange Commission (SEC) as an investment adviser. Please note that brokerage and investment advisory services and fees differ, and it is important that you understand these 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.

What investment services and advice can you provide me?

We offer investment advisory services to retail investors, including:

- *Principal Services and Investments.* We provide investment management services to you based on your investment objectives, and upon request, financial planning services.
- *Monitoring Services.* As part of our standard services, we monitor your investments quarterly, and as appropriate in between, based on market events and written notifications from you of contributions and withdrawals.
- *Discretionary Authority.* We provide investment advisory services on a discretionary basis, meaning we make investment decisions for your account without consulting you and supervise and direct your investments. If you do not choose Charles Schwab & Co., Inc. (“Schwab”) as your broker, we reserve the right to decline your account.
- *Limited Investment Offerings.* We primarily manage investments in mutual funds, exchange-traded funds (ETFs), cash and cash equivalents. We also manage common and preferred stocks, corporate bonds, municipal securities and government bonds, Real Estate Investment Trusts (REITs), Real Estate Mortgage Investment Conduits (REMICs) and other investments that you have purchased for your account, held prior to your relationship with us or that you have received from another party. On occasion, we may advise that you place a portion of your account with an unaffiliated, third-party money manager if you want investment management of individual stocks, bonds and REITs. Variable annuities, if applicable, may only invest in

the sub-account offerings available under your contract with the issuing insurance company.

- *Account Minimums.* We do not have a minimum account size. Certain legacy accounts may be subject to a minimum fee in accordance with the legacy client’s advisory contract. We reserve the right to decline accounts that are too small to be properly invested and/or would cause us to lose money.

For additional information, please see our Form ADV, Part 2A brochure (“Brochure”), Items 4 and 7 available at: <https://www.pillarwealth.com/wp-content/uploads/2022/06/2022-Form-ADV-Part-2A-2B-Brochure-and-Supplements-Filed-3-21-2022.pdf>

Conversation Starters. 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?

Principal Fees and Costs. We charge you a fee for our investment advisory services based on the percentage of assets held in your account in accordance with your fee schedule. Fees are generally billed in advance on a three-month service period basis, at a rate of one-quarter of the annual asset-based fee. The more assets in your account, the more you will pay in fees, and we may therefore have an incentive to encourage you to increase the assets in your account.

Other Fees and Costs. You will also separately incur, if applicable, brokerage commissions, custody fees, exchange transaction fees, third-party money manager fees and in the case of mutual fund or exchange-traded fund investments, internal charges imposed by the fund. If you own REITs and/or REMICs not in the form of a mutual fund or ETF, you pay associated internal fees and/or expenses. If you have delegated to us your investment management responsibilities for a variable annuity, you also pay mortality and expense fees to the issuing insurance company and the operating expenses of the sub-account managers chosen for your investments.

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 additional information, please see Items 5 in our Brochure available at:
<https://www.pillarwealth.com/wp-content/uploads/2022/06/2022-Form-ADV-Part-2A-2B-Brochure-and-Supplements-Filed-3-21-2022.pdf>*

Conversation Starter. 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: Chester W. “Skip” Lee, an SEC-registered investment representative who is not an employee of our firm, receives 50% of the asset-based fees you pay us for our advisory services if he introduces you to our firm and is the primary contact for your account. Skip therefore has a financial incentive to encourage you to retain our firm as your investment adviser. Additionally, Skip and two of the financial professionals we employ, Patrick R. Sturm and William J. Meland, sell insurance products to their insurance clients, some of whom may also use our firm as their investment adviser, and they receive commission compensation for these sales. Therefore, Skip, Patrick and William do have an incentive to recommend that you use assets in your account to purchase the insurance products they offer.

Conversation Starter. Ask your financial professional:

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

*For additional information, please see Items 5, 6, 10, 11, 12 and 14 in our Brochure, available at:
<https://www.pillarwealth.com/wp-content/uploads/2022/06/2022-Form-ADV-Part-2A-2B-Brochure-and-Supplements-Filed-3-21-2022.pdf>*

How do your financial professionals make money?

The financial professionals employed by our firm are paid a fixed salary for providing investment management services and receive cash bonuses based on our profitability and as reimbursement for insurance premiums they paid on policies we have agreed to maintain on their lives. We therefore have an incentive to increase the assets in your account and the fees charged for our services. The financial professionals employed by our firm are eligible to receive non-cash benefits such as a profit sharing and 401(k) plan, paid time off, and medical and dental insurance. Skip, Patrick and William are also compensated for insurance product sales as described previously.

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

No. Visit Investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

Conversation Starter. Ask your financial professional:

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

Additional Information

*For additional information about our services, please see our Brochure or visit
<https://www.pillarwealth.com>. If you would like additional, up-to-date information or a copy of this disclosure, please call (608) 833-9100 or visit:
<https://www.pillarwealth.com/wp-content/uploads/2022/06/2022-Form-ADV-Part-2A-2B-Brochure-and-Supplements-Filed-3-21-2022.pdf>*

Conversation Starters. Ask your financial professional:

- 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?