

Introduction

Northern Oak Wealth Management, Inc. (our “firm”, “us” or “we”) is an investment adviser registered with the U.S. Securities and Exchange Commission. Investment advisory services and fees differ and it is important for the retail investor 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.

What investment services and advice can you provide me?

We offer investment advisory services to retail investors. Our services include portfolio assessment, asset allocation, financial planning, risk analysis and ongoing review and management of your portfolio.

Monitoring: Your account is reviewed continuously for suitability of investments and to ensure that your investment objectives are being maintained and asset allocations are within agreed investment policy statement guidelines. Common stocks, mutual funds and exchange traded funds are reviewed on the basis of fundamental analysis including factors such as sales and earnings growth, dividend yield, valuations, volatility, and long-term prospects. Additionally, securities are evaluated from a technical analysis perspective as well. Fixed income securities are evaluated primarily on the basis of credit quality and maturity. Your account is reviewed by one or a combination of the firm’s portfolio managers.

Investment Authority: Our firm shall invest with limited discretionary trading authority on your behalf. Your account will be managed according to the investment policy statement, subject to restrictions, you may hereinafter impose by written notice to us. Investments may be made by our firm in securities, common or preferred stocks, mutual funds, exchange-traded funds, and corporate, municipal or government bonds, notes or bills. All or a portion of your account may be held in cash or cash equivalents including securities issued by money market mutual funds. In addition to fiduciaries hired by you to manage all, or a portion, of your account assets, we may hire and terminate third-party investment managers.

Account Minimums and Other Requirements: We require a \$100,000 minimum of investment assets to establish an investment advisory relationship, however, we reserve the right to waive this minimum account requirement.

Additional Information

Additional information about our advisory services is in the *Advisory Business* and *Types of Clients* sections of our Part 2A Brochure, which is available online at <https://adviserinfo.sec.gov/firm/summary/105435>.

Conversation Starter:

- *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?

The annual fee for investment advisory and retirement plan services provided by us will be charged as a percentage of assets under management by the firm. These fees are negotiable depending upon the size of the portfolio, complexity of services required, or individual circumstances. In certain circumstances, we combine the values of related accounts for fee calculations purposes. Asset-based fees are calculated and charged in accordance with the investment management agreement between you and us. Our firm’s fees are charged at the end of each calendar quarter in arrears. Generally, fees are prorated if the investment advisory relationship commences or terminates other than at the beginning or end of a calendar quarter. From time to time, fees are modified, according to the agreement between the you and our firm. With our firm charging an asset-based fee, the more assets there are in your advisory account, the more you will pay in fees, and the firm may therefore have an incentive to encourage you to increase the assets in your account. Other fees that our clients often encounter are charged by third parties, these fees include (e.g., custodian fees, account maintenance fees, fees related to

mutual funds and variable annuities, exchange traded funds and other transactional fees). 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.

Additional Information

Additional information about our advisory services is in the *Fees and Compensation* section of our Part 2A Brochure, which is available online at <https://adviserinfo.sec.gov/firm/summary/105435>.

Conversation Starter:

- *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.

Examples of Ways We Make Money and Conflicts of Interest: Almost all of our firm's revenue is from investment advisory fees. We do not receive commissions of any kind and we do not charge for other services that we offer to our clients, such as financial planning. However, on occasion, our firm and personnel will recommend or cross-sell products and services provided or offered by our affiliates, including First Midwest Bank, or permit our affiliates to market their products or services to you. Our firm or personnel sometimes have a financial incentive to encourage a client to utilize these products or services.

Additional Information

Additional information about our conflicts can be found in our Part 2A Brochure, which is available online at <https://adviserinfo.sec.gov/firm/summary/105435>.

Conversation Starter:

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

How do your financial professionals make money?

Our firm's financial advisers are generally compensated through a salary and bonus structure. On occasion, our firm and personnel will recommend or cross-sell products and services provided or offered by our affiliates, including First Midwest Bank, or permit our affiliates to market their products or services to you. Our firm or personnel sometimes have a financial incentive to encourage you to utilize these products or services.

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

No, for a free and simple tool to research us and our financial professionals please go to Investor.gov/CRS.

Conversation Starter:

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

Additional Information

Please visit our website (www.northern-oak.com) to find additional information about our investment advisory services. If you would like to request up-to-date information or a copy of Form CRS, please contact Lindsey Riese at **414.278.0590**.

Conversation Starter:

- *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?*