



# Client Relationship Summary

March 25, 2024

## A. Montag & Associates, Inc. (“MONTAG”)

Our firm is registered with the US Securities and Exchange Commission (the “SEC”) as an Investment Adviser.

You have a choice among different types of financial services professionals to assist you with your financial needs. These professionals offer a variety of services. It is important for you to understand the differences between the services offered, such as the difference between brokerage and investment advisory services, so that you can make an informed decision. This Summary is designed to help you understand the types of investment advisory services our firm can provide you. The SEC also provides free and simple tools that allow you to research firms and financial professionals at [www.investor.gov/CRS](http://www.investor.gov/CRS).

### What Investment Services and Advice Can You Provide Me?

At MONTAG, we focus on providing portfolio management services to retail investors, and offer both comprehensive and limited general financial counseling services to our clients, depending on their needs. In providing our portfolio management services, we implement the investment objectives that we develop together with you by investing your assets accordingly. For this service, we generally require a minimum investment portfolio of \$3,000,000. We monitor the investments of all of our portfolio management clients on a continuous basis, and we review your particular investment plan in depth at least annually, with interim reviews and updates anytime life changes or market conditions call for it. We like to talk with our clients regularly to check in and make sure we are still on track. In addition, we offer general financial counseling services, which are provided on a project basis. Finally, we provide limited Retirement Plan consulting services to Plans and Plan Fiduciaries. The scope and fees for all consulting services will be negotiated with you at the time of engagement for the applicable project.

We focus our investments on individual stocks and bonds. We may also utilize mutual funds and exchange traded funds, as well as other types of investments, on a more limited basis.

All but a few of our clients engage us for **discretionary** portfolio management. This means that once we agree on investment objectives for your portfolio, we will actively manage your account(s) without contacting you to discuss each investment decision. You may impose certain written restrictions on us in the management of your investment portfolio, such as prohibiting the inclusion of certain types of investments or prohibiting the sale of certain investments held in your account at the commencement of the relationship. You should note, however, that restrictions imposed by you may adversely affect the composition and performance of your investment portfolio.

In limited circumstances and at our discretion, we will accept clients on a non-discretionary basis. If you choose a non-discretionary relationship, you will ultimately make the final decision regarding every investment decision; you will have to provide your approval for each transaction in your account(s). While we are happy to accommodate this arrangement, you should know that this can have an impact on our ability to manage your account(s) efficiently and may result in delays in implementing our advice.

**More information is available in our Form ADV Part 2A (our “Brochure”), in Items 4 and 7; please click [here](#) for a link to our Brochure or call our office to have a copy sent to you.** Here are some questions you might want to discuss with us in more detail:

### 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?

### What Fees Will I Pay?

Fees and costs will affect the value of your portfolio over time. Our only source of compensation is the fee we charge for advisory services. Portfolio management fees are calculated as a percentage of the assets we manage for you, and are billed quarterly in advance. This aligns our interests with yours, since we earn more money as the value of your portfolio increases. Our financial success is based on your financial success. Fees for general financial consulting services are negotiated at the time of the engagement for such services, and are normally arranged on an hourly or fixed fee basis.

In addition to the fees that we charge, your portfolio will incur other expenses. The most common examples are brokerage transaction fees (such as the fee that the broker charges to buy or sell a security in your account) and mutual fund internal expenses. 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. **More information is available in our Form ADV Part 2A (our “Brochure”), in Item 5**, and we are happy to discuss fee arrangements in more detail with you. For example, you might want to ask:

**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 interests and not put our interests 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 to you. Here are some examples to help you understand what this means.

The concept of conflicts of interest sounds complicated but we don't think it is. A conflict exists whenever one party can potentially benefit at the expense of another party. We have gone to great lengths to diminish or eliminate the majority of conflicts of interest that naturally exist in the client: advisor relationship. For example, we are only paid based on the value of the assets we manage on your behalf, or fixed or hourly fees as agreed. We never invest your money in any proprietary products that would result in additional payments, such as commissions, to our firm or our financial professionals. We do not accept soft dollar payments, a common industry practice in which the transaction fees that clients pay are used to purchase research or other products that are useful to an RIA. **As described in detail in Item 12 of our Form ADV Part 2A**, we recommend that you hold your account(s) at Charles Schwab & Co., Inc. or Fidelity Investments. These firms offer advisor-based programs. We receive benefits from our participation in these programs, which provides an incentive for us to encourage you to keep your account(s) at a particular custodian broker. However, we pass those benefits on to you in the form of enhanced pricing and top tier customer service, to name just two. For decades, registered investment advisers have held to what is known as a fiduciary standard. The standard requires our constant commitment to our duty of loyalty and care to you, our client. While brokers have recently been legally forced to adopt certain tenets of the fiduciary standard, advisers have always held to this higher level of trust and fierce protection of your interests. To continue this conversation, you might want to ask:

**Conversation Starter:** *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 may be eligible to receive bonuses based on the overall profitability of the firm. Financial professionals who are also owners may also receive their share of corporate distributions. None of our financial professionals earn any type of commission (e.g., product sales commissions or revenue from securities bought or sold).

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

No. There is a free and simple tool available at [www.Investor.gov/CRS](http://www.Investor.gov/CRS), which you can access at any time to read about our firm and our financial professionals. You might want to ask:

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

Please refer to our Form ADV (also known as our "Brochure"), as it contains more details on these and other topics. Please call us at **(404) 522-5774** or email [janemorrow@montagwealth.com](mailto:janemorrow@montagwealth.com) to request our latest Brochure and any updated Summary that may be available. You can also visit our website at [montagwealthmanagement.com](http://montagwealthmanagement.com) for additional information. Our office is located at this mailing address:

**MONTAG Wealth Management, 200 Galleria Parkway, Suite 1450, Atlanta, GA 30339**

Finally, you might want to ask:

**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?*