

Wichita Wealth Management, LLC

A Kansas Registered Investment Advisor
Item #1 – Cover Page

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Form ADV Part 2
March 28, 2020

This brochure provides information about the qualifications and business practices of Wichita Wealth Management, LLC (“the firm” or “WWM”). If you have any questions about the contents of this brochure, please contact us at (316) 722-1010 or Jeff@WichitaWealth.com.

The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission (“SEC”) or by any state securities authority. Additional information about WWM is also available on the SEC’s website at www.adviserinfo.sec.gov. While the firm is an investment adviser, registered with the State of Kansas, this does not imply any particular level of skill or training on the part of the firm or its associated personnel.

Item #2 – Material Changes

1. 2/24/2012 – the firm no longer sells insurance products and as such is a fee-only financial planning firm.
2. 6/6/2012 – the firm added discretionary account management.
3. 11/30/2014 – specialty changed from Financial Planning to Wealth Management.
4. 11/11/2015 – changed name from Stukey Financial Planning (sole proprietor) to Wichita Wealth Management, LLC.
5. 9/12/2016 – hired Jonathan R. Harner.

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Item #4 – Advisory Business

A. Description of Advisory Firm

Wichita Wealth Management, LLC (“the firm” or “WWM”) is a Kansas-domiciled registered investment advisor that provides wealth management services and financial planning services to individuals and couples and retirement plans for small businesses.

Length of Time In Business

The firm was registered in Kansas on July 14, 2011.

Principal Owners

The Jeffery L Stukey and Margaret M Stukey Trust UAD 3/29/2016 is the member/owner of the firm.

Other Entities

1. **Shareholders Services Group** (“SSG”). Wichita Wealth Management, LLC uses SSG, a broker-dealer located at 9845 Erma Road, Suite 312, San Diego, CA 92131, as the primary back-office solution to process client investment (excluding college savings) accounts. SSG provides custodial services through Pershing (see below). SSG provides services exclusively for independent registered investment advisors (such as WWM). WWM is not affiliated with SSG, nor does SSG supervise WWM, its agents or its investment activities.
2. **Pershing LLC** (“Pershing”). Pershing, a registered broker-dealer located at One Pershing Plaza Jersey City, New Jersey 07399, is a subsidiary of The Bank of New York Mellon and is the company SSG uses for securities clearing and custody. Pershing is focused on the safekeeping, servicing, segregation and reporting of client assets held in custody. WWM is not affiliated with Pershing, nor does Pershing supervise WWM, its agents or its investment activities.
3. **LearningQuest 529 Education Savings Program** (“LearningQuest”). For college-funding accounts, WWM primarily uses the LearningQuest 529 Education Savings Program, which is administered by the Kansas State Treasurers Office and managed by American Century Investments Management, Inc. American Century Investment Services, Inc is the distributor and Underwriter of the plan. American Century is located at 430 West 7th Street, Kansas City, MO 64105. WWM is not affiliated with American Century Investment Services (or LearningQuest), nor does American Century Investment Services supervise WWM, its agents or its investment activities.
4. **American Funds Service Company** (“AFSC”). WWM uses this broker/dealer primarily for SIMPLE and 401k accounts for small businesses. AFSC is located at 3500 Wiseman Blvd, San Antonio, TX 78251. WWM is not affiliated with AFSC, nor does AFSC supervise WWM, its agents or its investment activities.

B. Types of Services Offered

Wealth Management Services (“WMS”)

The firm uses only no-load (no commissions) investment products to implement investment strategies. There are two primary types of WMS as follows:

- **WMS1.** This service is for portfolios managed directly by WWM through SSG as broker/dealer and Pershing as custodian.
- **WMS2.** This service is for assets not held with SSG/Pershing and typically includes 529 college funding accounts, 401k plans, IRAs, Roths and variable annuities. Assets may be held at companies such as: Vanguard, American Funds, Wells Fargo, Jefferson National and American Century.

Financial Planning Services

Financial services may include the following:

- Develop retirement plan
- Develop accumulation strategy for retirement funding
- Develop distribution strategy for use during retirement
- Determine retirement age
- Determine life expectancy
- Develop Social Security strategy
- Determine current spending
- Determine retirement spending
- Determine savings goals
- Determine health insurance pre-Medicare goals
- Determine health insurance post-Medicare goals
- Determine vehicle purchase goals
- Determine travel goals
- Determine home improvement goals
- Determine college funding goals
- Determine goals for financial commitments to others
- Determine other financial goals
- Develop financial snapshot/statement of net worth
- Review tax return
- Review paystub and employee benefits
- Analysis and advice for employer sponsored retirement plan: e.g. 401k, 403b, TSA, 457, 401a, Profit Sharing, MPPP (Money Purchase Pension Plan), TSP (Thrift Savings Plan); ESOP (Employee Stock Ownership Plan), Cash Balance Plan
- Employer-sponsored pension plan analysis and advice
- Rollover of retirement funds analysis and advice
- IRA and Roth funding analysis and advice
- Roth conversion analysis and advice
- Minimizing income tax analysis and advice
- Develop emergency fund strategy
- Review estate plan

- Annuity analysis and advice
- Review credit report
- Home mortgage analysis and advice
- Other liabilities analysis and advice
- Life insurance needs analysis and advice
- Long-term care insurance needs analysis and advice
- Long-term disability insurance needs analysis and advice
- Small business retirement plan analysis and advice
- Caring for an aging parent's investments
- Determine cost basis for non-qualified accounts
- Career change planning
- Planning for spouse quitting work
- Lifestyle downsizing planning
- Financial issues relating to divorce
- Funding child's wedding
- Charitable options analysis and advice
- Business succession planning
- Starting a new business planning

The firm does not provide tax or legal advice. However, WWM does work with qualified tax and legal professionals to implement recommendations and can provide references or work with professionals where the client has existing relationships. Even though the firm does not sell insurance products, we work with insurance brokers to get quotes for various types of insurance products.

Retirement Plans

The firm implements and manages retirement plans for small businesses (i401k, SEP, SIMPLE), which could be a WMS1 or WMS2 account.

Specialty

Wichita Wealth Management provides fiduciary, fee-only wealth management services to individuals, families and small businesses. Wealth Management is an on-going process whereby we manage the client's investment portfolio and provide support for all things financial. The initial process to set up and fund accounts usually takes from two to six weeks.

Types of Investments

Investment advice is provided primarily for the following:

- Mutual funds
- Exchange-traded funds
- 401-k plan investments
- 403-b plan investments
- 529 plans investments (college funding)
- Variable annuity sub-account investments (the firm is not licensed to sell and does not sell variable annuities)
- Individual bonds

- Individual stock (in special cases)

C. Tailoring of Advisory Services & Client's Ability to Impose Restrictions

Advisory services are tailored to the specific needs of each client (see 4.B). Clients have the ability to impose restrictions on investing in certain securities or types of securities.

D. Wrap Fee Program

The firm offers a wrap fee program option for WMS1 accounts. The only difference between a wrap account and a non-wrap account is that the firm pays for the trades in a wrap account and the client pays for trades in a non-wrap account¹. For WMS1 wrap accounts, WWM receives the entire wrap fee and uses a portion of the fee to pay for trades.

E. Amount of Assets Managed

Amount of Assets Managed on Discretionary Basis

WWM manages approximately \$32.3 million on a discretionary basis.

Amount of Assets Managed on Non-Discretionary Basis

WWM manages zero dollars on a non-discretionary basis.

As of Date for Assets Managed Amount

December 31, 2019.

Item #5 – Fees and Compensation

A. Description of Compensation for Advisory Services

There are three primary ways that the firm is compensated for financial planning, retirement plan and wealth management services:

1. Flat fee for financial plan or advice. This fee typically ranges from \$250 to \$10,000, depending upon the complexity of the client's situation and services requested. Fees for the financial plan or advice are paid by check in two installments; the down payment at the signing of the client agreement and the remainder at the presentation meeting.
2. The fee for wealth management services is based upon the complexity of the client's situation, the type and frequency of services requested, the asset level for a given account and the asset level (of managed assets) for the household. The annual fee typically ranges from .65% to 1.40% of the household asset level. There are several potential ways the fee can be calculated/charged as follows:
 - a. flat monthly fee, paid in advance
 - b. flat percentage monthly fee, calculated based upon the beginning-of-month account balance, paid in advance, prorated for partial months

¹ For wrap accounts, the firm reserves the right to charge the client for trades; e.g. required to sell transferred in positions, close the account and unsolicited trades requested by the client.

- c. flat percentage quarterly fee, calculated based upon the average daily balance for the preceding quarter, paid in arrears, prorated for partial quarters
- d. tiered percentage monthly fee, calculated based upon the beginning-of-month account balance, paid in advance, prorated for partial months.

The client is solely responsible for paying all fees and/or charges related to an investment account, unless otherwise noted on the new account form. The wealth management fee is spelled out on the Client Services Agreement and account-related fees are listed on the new account application. The fee may be paid from the related investment account or from another investment account or financial institution.

Some other important information regarding fees and expenses:

- Fees are negotiable.
- Monthly fees are due in advance, except for the first month, which is due in arrears. Quarterly fees are due in arrears.
- Mutual funds have expenses which are spelled out in the respective prospectus.
- LearningQuest fees and expenses are spelled out at www.learningquest.com.
- The firm does not receive compensation for the sale of securities or other investment products, including asset-based sales charges or service fees. The only compensation WWM receives in connection with investment products is the compensation the client pays through fees.
- The firm does, from time-to-time, receive non-monetary benefits from various service and product providers such as free/discounted services, research, education and conferences.
- See Item #12 – Brokerage Practices for more information.

All retirement plans managed by WWM through SSG/Pershing use no-load products, which means the firm receives no commissions or other monetary compensation aside from the management fee or financial planning fee paid by the client to WWM. For every retirement plan, there is an agreement spelling out the specific fees associated with the plan.

B. How Fees Are Paid

See 5.A. above.

C. Other Fees and Expenses Clients May Incur

The client is solely responsible for payment of all fees related to investment accounts, unless otherwise noted on the new account application. The new account application is accompanied by a schedule of fees. Fees may include such items as: trading cost, check-writing fees and account closing fees.

D. Fees Paid In Advance

Wealth management fees for monthly accounts and deposit for the financial plan are paid in advance. Wealth management fees for the first month for monthly accounts, quarterly accounts and the final payment for the financial plan are paid in arrears.

Upon written request (email notification is acceptable) from client of termination of a WMS account, prepaid unearned fees will be prorated and refunded to the client within 30 days of termination request.

Upon written notice of termination from client, the unearned portion of the deposit for financial planning services is refundable for only the first two weeks after the “Client #1 Client Services Agreement Date.” After two weeks, the deposit for Financial Planning Services is non-refundable.

E. Compensation for the Sale of Investment Products

WWM does not receive compensation for the sale of securities or other investment products, including asset-based sales charges or service fees from the sale of mutual funds.

Item #6 – Performance-Based Fees and Side-By-Side Management

The firm does not accept performance-based fees and does not practice side-by-side management.

Item #7 – Types of Clients

WWM provides services to individual investors, couples, domestic partners, trusts, estates and small businesses. The firm generally requires \$250,000 in investments that we manage per household to open an account for Wealth Management. WWM does make exceptions on a case-by-case basis.

Item #8 – Methods of Analysis, Investment Strategies and Risk of Loss

A. Methods of Analysis and Investment Strategies

If the firm is engaged to provide investment advice, the client's current financial situation, needs, goals, objectives and tolerance for risk are evaluated. Asset allocation and investment policy decisions are then made to help the client achieve his/her overall financial objectives while minimizing risk exposure.

Asset allocation is a key component of investment portfolio design. WWM believes that the appropriate allocation of assets across diverse investment categories (stock versus bond, foreign versus domestic, large-cap versus small-cap, high quality versus high yield, etc.) is the primary determinant of portfolio returns and is critical to the long-term success of Client's financial objectives.

The firm uses various commercially available investment research firms. Model portfolios and investment advice are based upon research provided by these firms.

WWM employs fundamental, long-term, buy-and-hold philosophies and approaches in investment selection and implementation strategies. Recommendations provided are based on

publicly available reports, analysis, research materials, computerized asset allocation models, and various subscription services. In limited circumstances, WWM may provide advice to clients interested in trading individual securities.

B. Risks of Loss for Investment Strategy & Investments

While the firm believes its strategies and investment recommendations are designed to maximize the long-term, real return on investments, there is no guarantee that any particular investment objective or planning goal will be realized.

Some investment decisions may result in a loss, which may include loss of the original principal. The client must be willing and able to bear the various risks involved in investing, such as market risk, currency risk, interest rate risk, liquidity risk, operational risk, political risk, among others.

Item #9 – Disciplinary Information

None.

Item #10 – Other Financial Industry Activities and Affiliations

A. Broker-Dealer Registration

Not applicable.

B. Futures Commission Merchant Registration

Not applicable.

C. Material Relationships/Arrangements

Broker-Dealer Relationships

For WMS1 type accounts, the broker-dealer relationships are with SSG and Pershing; SSG is the account processing firm and Pershing handles custody of client assets.

For WMS2 type accounts, the broker-dealer relationships may be with companies such as: Vanguard, American Funds, American Century, Wells Fargo, etc.

The firm does, from time-to-time, receive non-monetary benefits from various service and product providers such as free/discounted services, research, education and conferences.

D. Compensation for Recommendations of Clients to other Advisors

None.

E. Other

The firm does, from time-to-time, receive non-monetary benefits from various service and product providers such as free/discounted services, research, education and conferences.

Item #11 – Code of Ethics, Participation or Interest in Client Transactions & Personal Trading

A. SEC-Registered Advisor Code of Ethics

The firm is not SEC-registered.

B. Material Financial Interest in Client Transactions and Personal Trading

Neither the firm nor any related person is authorized to recommend to a client, or perform a transaction for a client, involving any security in which the firm or a related person has a material financial interest. The firm and any related persons are prohibited from borrowing from or lending to a client unless the client is an approved financial institution.

The firm and its related persons may buy or sell securities similar to those recommended to clients for their accounts, and it may also make recommendations or take action with respect to investments for its clients that may differ in nature or timing from recommendations made to or actions taken for other clients or its employees. At no time, however, will the firm or any related party receive preferential treatment over its clients. The firm maintains the required personal securities transaction records per regulation.

Item #12 – Brokerage Practices

A. Factors Considered When Selecting/Recommending Broker-Dealers

When recommending broker-dealers for client transactions, the firm uses the following criteria:

1. Reputation of broker-dealer. The firm checks out the reputation of a broker-dealer before using them for client transactions. This may involve on-site visits, checking out the broker-dealer on “broker check” (at www.finra.org), references from other professionals and information available through on-line searches.
2. Reasonableness of fees charged by the broker-dealer. Over a period of time, fees can have a significant impact on the real return an investor realizes on an investment. Because of this, the firm carefully screens broker-dealers to insure the fees charged are reasonable. Every new account form is accompanied with a schedule of fees relating to the account. Fees may include such items as: trading cost, account closing cost, IRA account maintenance fee and service fee for check-writing. Depending upon the account asset level, and other factors, the client may pay for trades or the cost of trades may be borne by the firm.
3. Availability of no-load investment products. The firm uses a strict “no-load” approach. This means that the only compensation the firm receives for an investment account is that which is paid by the client to the firm. No other fees or compensation are received from mutual funds, brokerage firms or any other third party. The firm believes this approach reduces potential conflicts of interest and makes compensation more transparent.
4. Services the broker-dealer provides to the firm. WWM attempts to utilize broker-dealers who provide the best services for client accounts. The firm does, from time-to-time,

receive non-monetary benefits from various service and product providers such as free/discounted services, research, education and conferences.

Research and Other Soft Dollar Benefits

The firm does, from time-to-time, receive non-monetary benefits from various service and product providers such as free/discounted services, research, education and conferences.

Client Referrals from Broker-Dealers

The firm and its related persons do not receive client referrals from broker-dealers and do not consider client referrals in selection/recommendation of broker-dealers.

Directed Brokerage

As discussed in Item #10 above, the firm routinely uses the following vendors to process accounts:

- Shareholders Services Group – wealth management accounts for individuals, couples, trusts, IRAs and retirement plans. Clients are required to use SSG for managed accounts.
- LearningQuest 529 Education Savings Program – college savings accounts.
- American Funds – primarily SIMPLE and 401k accounts.
- Clients may choose to keep their assets at other vendors.

B. Aggregation of Client Trades

The firm does not do aggregation of client trades.

Item #13 – Review of Accounts

A. Periodic Review of Client Accounts

There is normally an annual review for wealth management clients. The review typically involves: review of each account for a client, discussion about goals and discussion about changes in client's situation since last review. Depending upon the client asset level and client preference, the review may include an update of the client's financial plan. The firm prefers the review be done in person.

New account review. There is normally a new account review within 60 – 90 days of account setup. This is to review investments and general information about the client.

Monthly, quarterly and semi-annual reviews. Depending upon the asset level and client needs/preferences, there may be a review more than once a year.

B. Non-Periodic Review of Client Accounts

Depending upon asset level and services requested, clients may receive performance reports and other advice, as needed.

C. Regular Reports

Clients receive regular statements on all investment accounts, either monthly or quarterly from the related custodian.

Item #14 – Client Referrals and Other Compensation

Other than non-monetary benefits discussed above and fees paid to WWM by clients, the firm and related persons receive no other economic benefit for providing services to clients. Neither the firm nor any related persons directly or indirectly compensates any person for client referrals.

Item #15 – Custody

Client funds and securities are maintained by unaffiliated, qualified custodians such as banks, broker/dealers, mutual fund companies, or transfer agents, and not with or by Wichita Wealth Management, LLC or any of its associates.

Firm policies restrict the firm and its associated persons from acting as trustee for or having full power of attorney over client accounts.

In order to avoid the custody of client funds (as defined by the regulatory agency), the firm does not bill or collect fees for its services to be performed more than six months in advance and in excess of \$500.

At no time will a firm employee be authorized to have knowledge of a client's online account access information (e.g. retirement account, brokerage account, bank account), even for the "accommodation" of the client or his/her legal agent.

Clients will be provided with transaction confirmations and account statements sent to them directly from the service provider. These statements are provided on a monthly or quarterly basis, or as transactions occur. Clients may receive periodic reports or "snapshots" or other reports from the firm summarizing their account performance and they are urged to compare these reports with their account statements received from their service provider.

Item #16 – Investment Discretion

All wealth management accounts are discretionary. From time-to-time, because of tax consequences, preference for certain investments or other considerations, clients may direct the firm regarding specific holdings in client's portfolio.

Item #17 – Voting Client Securities

The firm does not vote client proxies. Clients maintain exclusive responsibility for directing the manner in which proxies solicited by issuers of securities beneficially owned by the client will be voted, as well as making all other elections relative to mergers, acquisitions, tender offers or other events pertaining to the client's investment assets.

The firm will have no power, authority, responsibility, or obligation to take any action with regard to any claim or potential claim in any bankruptcy proceeding, class action securities litigation or other litigation or proceeding relating to securities held at any time in a client account, including, without limitation, to file proofs of claim or other documents related to such proceeding, or to investigate, initiate, supervise or monitor class action or other litigation involving client assets.

If the firm receives correspondence for a client relating to the voting of securities, class action litigation, or other corporate actions, it will forward the correspondence to the client or another entity (e.g. client counsel), if so directed.

Client will receive proxies from the broker/dealer in the mail, or if requested, by email notification.

Item #18 – Financial Information

Due to the nature of the firm's services and practices, no financial information is required or included in this disclosure. We have no financial conditions that are likely to impair our ability to meet contractual commitments to our clients.

Item #19 – Requirements for State-Registered advisers

The firm carries professional liability insurance coverage for its investment advisory services. In the event any client or prospective client requests proof of coverage, the firm will provide a copy of the insurance agreement within thirty days of the request.

See ADV Part 2B below for more information.

Form ADV Part 2B (Advisory Personnel)

Jeffory L. Stuke, MBA, CFP®

Owner of Wichita Wealth Management, LLC.

Educational Background

- College for Financial Planning | Denver, Colorado | CFP® Certification Professional Education Program | 2006
- Emporia State University | Emporia, Kansas | MBA | 1980
- Emporia State University | Emporia, Kansas | BS in Business Administration | 1972

Experience

- Wichita Wealth Management, LLC | Wichita, Kansas | Owner/Advisor | 2015 - present
- Stuke Financial Planning | Wichita, Kansas | Owner/Advisor | 2011 - 2015
- Securities America, Inc. | Wichita, Kansas | Registered Representative | 2009 - 2011
- Securities America Advisors | Wichita, Kansas | Investment Advisor Rep | 2009 - 2011
- Stuke Financial Planning | Wichita, Kansas | Owner/Advisor | 2006 - 2008
- World Impact, Inc. | Wichita, Kansas | Financial Manager | 2001 - 2005
- Stuke Consulting, Inc. | Wichita, Kansas | President/Consultant | 1992 - 2000

Disciplinary History

None.

Other Business Activities

None. (Neither Wichita Wealth Management or Jeffory L. Stuke sells insurance products or receives commissions.)

Additional Compensation

Aside from financial planning fees and wealth management fees, the advisor receives no other monetary compensation. The firm does, from time-to-time, receive non-monetary benefits from various service and product providers such as free/discounted services, research, education and conferences.

Supervision

The advisor serves in multiple capacities within the firm; owner, financial planner, investment advisor and compliance officer and is responsible for the supervision of the firm's advisory services and staff.

The firm recognizes that having many of the organizational duties aggregated with one individual may potentially create a conflict of interest; however, the firm employs policies and procedures to ensure timely, accurate record keeping and supervision. Certain functions may be outsourced to qualified entities to assist in these efforts when deemed necessary.

Jonathan R. Harner CFP®

Associate Financial Planner at Wichita Wealth Management, LLC.

Educational Background

- College for Financial Planning | Denver, Colorado | CFP® Certification Professional Education Program | 2015 - 2017
- Kansas State University | Manhattan, Kansas | 2013
 - Bachelor of Science in Food Science
 - Minor in Agricultural Economics

Experience

- Wichita Wealth Management, LLC | Wichita, Kansas | Financial Planner | 2016 - present
- Leprino Foods Inc. | Lemoore, California | Production Supervisor | 2014 - 2016

Disciplinary History

None.

Other Business Activities

None. (Neither Wichita Wealth Management or Jonathan R Harner sells insurance products or receives commissions.)

Additional Compensation

Aside from financial planning fees and wealth management fees, the advisor receives no other monetary compensation. The firm does, from time-to-time, receive non-monetary benefits from various service and product providers such as free/discounted services, research, education and conferences.

Supervision

The advisor serves in the capacity of financial planner within the firm and is under the supervision of Jeffery L. Stucky.

The firm employs policies and procedures to ensure timely, accurate record keeping and supervision. Certain functions may be outsourced to qualified entities to assist in these efforts when deemed necessary.