

Introduction

Our firm, Cornerstone Wealth Management, LLC and its DBAs are an investment adviser registered with the Securities and Exchange Commission. We feel that it is important for you to understand how advisory and brokerage services and fees differ in order to determine which type of account is right for you. There are free and simple tools available to research firms and financial professionals at www.investor.gov/CRS, which also provides educational materials about investment advisers, broker-dealers, and investing.

What investment services and advice can you provide me?

We are a registered investment adviser that offers investment advisory services to clients. Our advisory services include Asset Management, Wrap Managed Asset Program, and Financial Planning & Consulting. If you open an advisory account with our firm, we'll meet with you to understand your current financial situation, existing resources, goals, and risk tolerance. Based on what we learn, we'll create a portfolio, consisting of individual stocks or bonds, exchange traded funds ("ETFs"), exchange traded notes ("ETNs"), options, mutual funds and other public and private securities or investments. We also provide investment management services for plan participants' 401(k)s including rollover options and the risks of moving assets out of 401(k) plans. The portfolio we create is monitored at least annually, and if necessary, rebalanced to meet your changing needs, stated goals and objectives. We'll offer you advice on a regular basis and contact you at least annually to discuss your portfolio.

You can select in our agreement whether we are allowed to buy and sell investments in your account without asking you in advance ("discretion") or buy and sell investments in your account only after receiving your permission ("non-discretion"). If you select non-discretion, you make the ultimate decision regarding the purchase or sale of investments. Any limitations will be described in the signed advisory agreement. We will have discretion or non-discretion until the advisory agreement is terminated by you or our firm.

We do not restrict our advice to limited types of products or investments.

Our firm does not impose requirements for opening and maintaining accounts or otherwise engaging us. However, LPL Financial, LLC requires minimum account balances for its LPL Sponsored Advisory Programs.

Financial Planning & Consulting is included in our Asset Management service for no additional fee. Financial Planning & Consulting is also offered as a separate stand-alone service and charges a flat or hourly fee. We do not monitor your investments for the stand-alone Financial Planning & Consulting service, but we do for the Asset Management service.

Additional information about our advisory services is in Item 4 of our Firm Brochure and Item 5 of our Wrap Brochure, which are available online at <https://adviserinfo.sec.gov/firm/brochure/164666>.

Questions to Ask Us: 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 those qualifications mean?

What fees will I pay?

You will be charged an ongoing quarterly fee based on the value of the investments in your account. Our Asset Management & Wrap Managed Asset Program fee schedules ranges from a maximum 1.40% to 2.40% depending on the value of the investments in your account. These fees are also negotiable, but you should be aware that the more assets you have in your advisory account, the more you will pay us. We therefore have an incentive to increase the assets in your advisory account in order to increase our fees. The amount you pay will depend, for example, on the services you receive and the amount of assets in your account. Further, you will be billed on cash or cash equivalents unless otherwise indicated in writing. Our firm's fees will be automatically deducted from your advisory account, which will reduce the value of your advisory account.

Our maximum hourly rate is \$300, and our flat fees range from \$500 to \$5,000 for our Financial Planning & Consulting. For ongoing consultation of 401(k) plan participant assets, our maximum annual fee is 1.5%. Our firm will send you an invoice if the fee is not able to be deducted from your advisory account. We charge an upfront retainer when you sign an agreement and charge you when we provide a financial plan or consultation.

The broker-dealer that holds your assets charges you a transaction fee when we buy or sell certain investments for you. The broker-dealer's transaction fees are in addition to our firm's fees for our Asset Management service. We pay the broker-dealer's transaction fees charged to you for our Wrap Managed Asset Program service.

The broker-dealer that holds your investments charges additional fees for certain investments and maintaining your account. Some investments, such as mutual funds, index funds, exchange traded funds, and variable annuities, charge additional fees that will reduce the value of your investments over time. In addition, some investments such as variable annuities assess "surrender charges" which you will pay depending upon when you sell them.

In certain cases, we select third party money managers or separate account managers who will assist us with managing your account. If selected, they will charge you a fee, which will be described to you in their Form ADV and/or agreement.

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 about our fees is in Item 5 of our Firm Brochure and Item 4 of our Wrap Brochure, which are available online at <https://adviserinfo.sec.gov/firm/brochure/164666>.

Questions to Ask Us: 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:

Some of our firm’s financial professionals are registered representatives of LPL Financial LLC (“LPL”), an SEC registered broker-dealer and investment adviser. Your financial professional may offer you brokerage services through LPL or investment advisory services through our firm. Brokerage services and investment advisory services are different, and the fees our firm and LPL charge for those services are different. It is important that you understand the differences. In particular, your financial professional may earn additional transaction-based compensation and have additional conflicts of interest as a result of providing brokerage services through LPL. You are encouraged to learn more about LPL by reviewing LPL’s relationship summary at www.lpl.com/disclosures.html and having a discussion with your financial professional. You can also access free and simple tools to help you research firms and financial professionals at www.investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.

Additional information about our conflicts of interest is in Item 4, 5 & 10 of our Firm Brochure and Item 2, 4, & 9 of our Wrap Brochure, which are available online at <https://adviserinfo.sec.gov/firm/brochure/164666>.

Questions to Ask Us: 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 compensated based on the revenue our firm earns from their advisory services or recommendations.

LPL provides payments to financial professionals at our firm that are new to the LPL platform to assist with the costs (including foregone revenues during account transition) associated with transitioning their business to the LPL platform (“Transition Assistance”). The Transition Assistance is intended to be used for a variety of purposes, including providing working capital to assist in funding financial professional’s business, satisfying any outstanding debt owed to the financial professional’s prior firm, offsetting account transfer fees (“ACATs”) payable to LPL as a result of their clients transitioning to LPL’s custodial platform, technology set-up fees, marketing and mailing costs, stationary and licensure transfer fees, moving expenses, office space expenses, staffing support and termination fees associated with moving accounts. The Transition Assistance payment amounts are often significant in relation to the overall revenue earned or compensation received by the financial professional at their prior firm and the payments are generally based on the size of the business established at their prior firm and/or assets under custody on the LPL. The receipt of Transition Assistance creates conflicts of interest relating to our firm’s advisory business because it creates a financial incentive to recommend that Clients maintain their accounts with LPL. In certain instances, the receipt of such benefits is dependent on maintaining Client assets with LPL. As such, our firm and its representatives have an incentive to recommend that clients maintain their account with LPL in order to generate such benefits.

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

Yes, some of our financial professionals have legal and disciplinary history. Visit www.investor.gov/CRS for a free and simple search tool to research our firm and our financial professionals.

Questions to Ask Us: As a financial professional, do you have any disciplinary history? For what type of conduct?

Additional Information

You can find additional information about our firm’s investment advisory services on the SEC’s website at www.adviserinfo.sec.gov by searching CRD #164666. You may also contact our firm at (636) 397-6200 to request a copy of this relationship summary and other up-to-date information.

Questions to Ask Us: 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?