

Part 2A of Form ADV: Firm Brochure



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This brochure provides information about the qualifications and business practices of Apprise Wealth Management LLC. If you have any questions about the contents of this brochure, please contact us at (443) 690-5240 and/or philweiss@apprisewealth.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 Apprise Wealth Management LLC also is available on the SEC's website at www.adviserinfo.sec.gov.

Apprise Wealth Management LLC's registration as an investment adviser does not imply a certain level of skill or training.

Effective Date: March 5, 2026

Item 2. Material Changes

The last annual update of this Brochure was filed on February 3rd, 2025. Since then, the following material changes have been made:

- Updated pursuant to the Annual Update Amendment

From time to time, we may amend this Brochure to reflect changes in our business practices, changes in regulations, and routine annual updates as required by securities regulators. Either this complete Brochure or a Summary of Material Changes shall be provided to each Client annually and if a material change occurs in the business practices of Apprise Wealth Management.

Delivery Requirements

We will provide a summary of any material changes to this Brochure to our clients at least annually, within 120 days of our fiscal year-end. Furthermore, we will provide our clients with other interim disclosures about material changes as necessary. A complete copy of our current Form ADV Part 2A and/or 2B may be requested free of charge by contacting us by telephone at (443) 690-5240 or by email at philweiss@apprisewealth.com.

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Item 4. Advisory Business

FIRM DESCRIPTION

Apprise Wealth Management LLC (hereinafter referred to as “AWM”, “we”, “us”, or “our firm”) is a Maryland Limited Liability Company with its principal office located in Phoenix, MD and has been in business as a registered investment adviser since 2017. The managing partner of the firm is Philip Weiss, CFA, CPA, RLP®.

As a registered investment adviser, we are a fiduciary to you, our client, meaning we have a fundamental obligation to act and provide investment advice that is in your best interest. Should any material conflicts of interest exist that might affect the impartiality of our investment advice, they will be disclosed to you in this Brochure. We urge you to review this Brochure carefully and consider our qualifications, business practices and the nature of our advisory services before becoming our client.

As of December 31st, 2025 AWM manages \$105,354,642 of client assets on a discretionary basis and \$0 of client assets on a non-discretionary basis.

ADVISORY PROGRAMS

AWM provides wealth management and financial planning & consulting services to our clients. In connection with our advisory services, AWM provides advice with respect to a broad range of asset classes, including equities (common stocks and equivalents), mutual funds, exchange-traded funds, fixed-income instruments and where appropriate, options contracts. Our advice is generally limited to these types of investments, but we reserve the right to advise or not advise our clients on certain investments should we deem it appropriate based on their particular circumstances. Securities might be recommended for the client’s portfolio for the purpose of generating income, for capital appreciation, or for providing a mix of price appreciation and current income. In addition, a portfolio might include U.S. government or corporate bonds and/or municipal securities. Only securities listed on a public exchange are candidates for inclusion in a client's account.

Our advisory services are offered through certain individuals who have registered with AWM as its investment adviser representatives (“advisors”). Clients should refer to such advisor’s Form ADV Part 2B (the “Brochure Supplement”) for more information about their qualifications.

AWM’s advisory services are tailored to the needs of our clients based on their individual investment objectives, risk tolerance, cash or income needs, and any investment restrictions. Although AWM seeks to accommodate any reasonable investment restrictions or guidelines set by our clients, we may decline to accommodate certain investment restrictions that are

incompatible with our firms' investment philosophy or that may have an adverse effect on our ability to manage your account.

AWM enters into formal written agreements with our clients setting forth the terms and conditions under which we will provide our advisory services (the "Engagement Agreement"). The Engagement Agreement sets forth the scope of the services to be provided and the compensation we receive from the client for such services. The Engagement Agreement may be terminated by either party in writing at any time by giving thirty (30) days of signed written notice to the other party.

Wealth Management. AWM provides wealth management services where client portfolios are managed according to the client's stated investment goals and objectives. As part of these wealth management services, we have an ongoing responsibility to select and make recommendations to our clients as to specific securities or other investments that may be purchased or sold for a client's portfolio.

Investment portfolios are tailored to the needs of the individual client. The portfolio manager works closely with the client to draft an investment policy statement that sets the parameters for the investment portfolio. Among other factors, the statement incorporates investment return expectations, risk tolerance, time horizon, and income requirements in formulating an asset allocation and asset location framework. The investment policy statement will also include any restrictions regarding specific investments. For example, some clients may wish to not invest in the tobacco industry. The investment policy statement is a dynamic instrument and is modified over time as client circumstances change.

AWM firmly supports the concepts of asset allocation and diversification of risk, and we pride ourselves on our investment thinking. We also recognize the importance of valuation in the investment decision-making process. As a result, AWM utilizes an integrated wealth management investment approach. This encompasses the integration of three separate but related aspects of portfolio creation and implementation:

- **Asset Allocation.** The segmentation of the client's investments into multiple asset classes and strategies in an attempt to create a diversified portfolio that maximizes the expected return for a specific level of assumed risk (or, alternatively, minimizes the assumed risk for a desired level of expected return). The targeted allocation to equities and fixed-income instruments (such as 70% equities/30% fixed income, 50% equities/50% fixed income) will be based on client risk tolerances, preferences, and short- and long-term goals;
- **Asset Location.** The placement of assets into the appropriate taxable and nontaxable accounts, in order to increase tax efficiency and help meet the client's long-term wealth goals; and

- **Emotional and Behavioral Aspects.** We recognize that any investment strategy created must fit within the client's unique frame of reference with regard to risk tolerance, goals, and personal wealth motivators.

Through integration of these three aspects of wealth management, we develop investment plans that have the potential to work quantitatively as well as to maximize the tax effectiveness and the personal comfort level with the specified plan. Once the appropriate asset allocation and asset location has been determined, the client's portfolio will be monitored and periodically rebalanced as changes in market conditions and client circumstances occur.

AWM requires discretionary authority over client investments where we manage the client's account(s) without client consultation after the initial establishment of the client's investment objectives and appropriate asset allocation and asset location. AWM receives discretionary authority from our clients through our Engagement Agreement at the outset of our advisory relationship.

Financial Planning & Consulting. AWM offers broad-based financial planning & consulting services on a standalone basis. Services will typically involve providing a variety of advisory services to clients regarding the management of their financial resources based on an analysis of their individual needs. Our services may encompass one or more of the following areas: Investment Planning, Retirement Planning, Financial and Life Goals, Wealth Creation, Budget Analysis, Personal Tax Planning, Mortgage/Debt Analysis, Family Education, and Business Financing. We will refer clients to an accountant, attorney, or other professional as necessary for non-advisory-related services.

Sub-Advisor. AWM may act as a Sub-Advisor to other non-affiliated investment advisors who hire AWM to manage a portion of, or all of their Client's portfolio. The non-affiliated investment advisors must have discretionary authority over the account and the ability to delegate that discretionary authority to AWM. AWM will manage the assets according to agreed upon strategies between the non-affiliated investment advisor and AWM.

For clients who have engaged our firm for these services, we will meet with them to gather information about their financial circumstance, risk tolerance, time horizon, and overall objectives to ensure our advice is aligned with their financial profile. Once we specify those long-term objectives (both financial and non-financial), we will develop shorter-term, targeted objectives. Once we review and analyze the information, we will deliver a written plan designed to help clients achieve their stated financial goals and objectives. Financial plans are based on the client's financial situation at the time the plan is presented to them, and on the financial information provided to our firm. Clients must promptly notify our firm if their financial situation, goals, objectives, or needs change. Clients are under no obligation to act on our recommendations. Should a client choose to act on any of our recommendations, they are not obligated to implement the financial plan through any of our other investment advisory services. Moreover, clients may act on our recommendations by placing securities transactions with any

brokerage firm. AWM does not manage or exercise investment discretion or trading authority over these client portfolios.

Wrap Fee Programs. AWM does not participate in any wrap fee programs.

Important Note: It is the client’s responsibility to ensure that AWM is promptly notified if there are ever any significant changes to their financial situation, goals, objectives or needs so we can review our previous recommendations and make any necessary adjustments.

Item 5. Fees and Compensation

ADVISORY FEES

The following information describes how AWM is compensated for the advisory services we provide to our clients. The specific manner in which fees are charged and the compensation we receive may differ between clients depending upon the individual Engagement Agreement with each client. AWM reserves the right to negotiate our compensation with clients depending on the scope of our advisory relationship, and we may charge higher or lower fees than are available from other firms for comparable services. AWM has the general discretion to waive all or a portion of our fees, but typically only exercises this discretion for our employees.

Wealth Management Fees. In consideration for providing wealth management services and pursuant to the Engagement Agreement with the client, AWM charges an annual asset-based fee based on the client’s assets under management (“AUM”), as determined by the custodian, which is billed quarterly and in arrears. Fees are negotiated with each client based on a variety of factors, such as the amount of assets being managed, future deposits to the accounts under our management, the level and type of services provided, and/or the nature of the relationship with the client. At our discretion, we may allow accounts of members of the same household to be aggregated for purposes of determining the advisory fee. We may allow such aggregation, for example, where we service accounts on behalf of related accounts. This consolidation practice is designed to allow you the benefit of an increased asset total, which could potentially cause the accounts to be assessed a reduced advisory fee based on the breakpoints available in our fee schedule as stated below. The specific negotiated fee will be stated in the Engagement Agreement.

Schedule of Fees

For portfolios with a mix of individual equities, mutual funds and/or ETFs

Assets under Management	Annual Fee
\$0 to \$500,000	1.25%
\$500,001 to \$2,000,000	1.10%

\$2,000,001 to \$5,000,000	0.90%
\$5,000,001 and above	Negotiable

For portfolios with mutual funds and/or ETFs only

Assets under Management	Annual Fee
\$0 to \$500,000	1.10%
\$500,001 to \$2,000,000	0.95%
\$2,000,001 to \$5,000,000	0.75%
\$5,000,001 and above	Negotiable

The above fees are based on a tiered or breakpoint fee schedule, meaning the entire account is charged the same management fee. Fees may be paid in any of the following ways:

1. Deduction of fees from client accounts pursuant to an invoice submitted by our firm to Charles Schwab, member FINRA/SIPC/NYSE: For clients with accounts held at Charles Schwab, our firm will calculate the appropriate fee amount and submit an invoice to the qualified custodian, after which the qualified custodian will deduct the appropriate fee from the client’s account. Clients must authorize the deduction of our fees from their managed accounts and must approve the specific fee payment schedule and fee rate before any deductions may occur. Clients will be sent a statement itemizing the fee. Itemization includes the formula used to calculate the fee, the value of the assets under management on which the fee is based, and the time period covered by the fee.
2. Clients will be invoiced directly if fees are not deducted from a specified advisory account, with payment due within thirty (30) days of the invoice date.
3. Any other method as agreed upon between AWM and the Client and outlined on the Engagement Agreement.

Financial Planning & Consulting Fees. AWM charges an hourly or annual flat fee for our financial planning & consulting services. Our hourly fees generally range from \$350 per hour. For hourly fees we generally require 50% prepayment and 50% due upon completion of the plan/consultation. Our minimum fee for annual services is generally \$8,000 per year, but will not exceed \$25,000, and is billed quarterly and in arrears. The total amount of this fee shall be reviewed on an annual basis. Fees are calculated on an annualized basis but will be billed and payable quarterly within 10 days after the end of each calendar quarter via a method as outlined on the Engagement Agreement.

We may in our sole discretion waive or reduce this fee for clients engaged with us for our Wealth Management services. Notably, clients who engage AWM for Wealth Management and whose annual asset-based fees exceed \$8,000, these services are available at no additional cost.

Sub-Advisor. AWM is compensated directly by the third-party investment advisor with a portion of their investment management fee, as per the duly executed Sub-Advisory services agreement.

Third party investment advisors who engage AWM as a Sub-Advisor shall be responsible for billing their Clients and collecting all fees.

Additional Fees and Expenses. Clients may incur transaction charges and/or brokerage fees when purchasing or selling securities. These charges and fees are typically imposed by the broker-dealer or qualified custodian through which account transactions are executed. For more information on our brokerage practices, please refer to the “Brokerage Practices” section of this Brochure.

The fees that clients pay to our firm for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds and/or exchange-traded funds (described in each fund’s prospectus) to their shareholders. The fees charged directly by mutual funds and exchange-traded funds will typically include a management fee and other fund expenses.

To fully understand the total costs associated with their investment portfolio, clients should review all the fees charged by mutual funds, exchange-traded funds, our firm, and others. Upon request, AWM will review and delineate these fees.

Termination. The Engagement Agreement with our clients may be terminated by either party at any time upon thirty (30) days’ written notice. Upon termination of our status as the client’s investment adviser, AWM will not take any further action with respect to the client’s account(s) unless specifically notified by the client in writing. Clients will be responsible for instructing their custodian and monitoring their account(s) for the final disposition of assets.

Refunds. For clients that paid any fees in advance, upon receipt of a proper notice of termination from the client, as described in the Engagement Agreement, we will calculate a pro-rata refund for the unearned portion (if any) of the fee based on time incurred at the agreed-upon hourly rate. For clients that pay in arrears, any earned unpaid fees will be billed on a pro-rata basis based on the amount of work performed by us up to the point of termination.

Brokerage Commissions. AWM does not receive brokerage commissions from the sale of securities or other investment products. Our compensation for recommending securities and investment products is limited to the advisory fees described above.

Any material conflicts of interest between clients and AWM or our employees are disclosed in this Brochure. If at any time, additional material conflicts of interest develop, AWM will provide our clients with written notification of those material conflicts of interest or an updated Brochure.

Item 6. Performance-Based Fees

PERFORMANCE-BASED FEES

AWM does not charge our clients fees based on a share of capital gains on or capital appreciation of the assets in their accounts.

Item 7. Types of Clients

TYPES OF CLIENTS

AWM offers investment advisory services to a diverse group of clients including individuals, high net worth individuals, other investment advisors, trusts, estates, charitable organizations and corporations. Client relationships may vary in scope and length of service.

ACCOUNT REQUIREMENTS

AWM does not require a minimum account balance.

Item 8. Methods of Analysis, Investment Strategies and Risk of Loss

METHODS OF ANALYSIS

Our “bottom-up” securities analysis approach focuses on fundamental analysis of individual stocks that includes but is not limited to examination/assessment of company profitability, financial strength, competitive advantages, intrinsic value, capital allocation policies, and management competence. Our main sources of information include annual reports, prospectuses, filings with the SEC, company conference calls and transcripts, company presentations/conferences, and company press releases, financial newspapers and magazines, applicable industry trade publications, research materials prepared by others, financial software, and corporate rating services. The risk of fundamental analysis is that the information obtained may be incorrect and the analysis may not provide an accurate estimate of earnings, which may be the basis for a stock’s value. If securities prices adjust rapidly to new information, utilizing fundamental analysis may not result in favorable performance.

Mutual Fund and/or ETF Analysis — We look at the experience and track record of the manager of the mutual fund or ETF in an attempt to determine if that manager has demonstrated an ability to invest over a period of time and in different economic conditions. We also look at the underlying assets in a mutual fund or ETF in an attempt to determine if there is significant overlap in the underlying investments held in other fund(s) or, where applicable, the individual securities in the client’s portfolio. We also monitor the funds or ETFs in an attempt to determine if they are continuing to follow their stated investment strategy. A risk of mutual fund and/or ETF analysis is that, as in all securities investments, past performance does not guarantee future results. A

fund/ETF manager who has been successful may not be able to replicate that success in the future. In addition, as we do not control the underlying investments in a fund or ETF, managers of different funds held by the client may purchase the same security, increasing the risk to the client if that security were to fall in value. There is also a risk that a manager may deviate from the stated investment mandate or strategy of the fund or ETF, which could make the holding(s) less suitable for the client's portfolio. When we use funds, we will remain cognizant of the importance of investment expenses and tax efficiency on returns.

Risks for all forms of analysis. Our securities analysis methods rely on the assumption that the companies whose securities we purchase and sell, the rating agencies that review these securities, and other publicly available sources of information about these securities, are providing accurate and unbiased data. While we are alert to indications that data may be incorrect, there is always a risk that our analysis may be compromised by inaccurate or misleading information.

INVESTMENT STRATEGIES

We employ a value-oriented investment style utilizing a combination of growth and value stocks. Value stocks typically trade at low prices relative to anticipated earnings and have above-average dividend yields. Growth stocks offer value when purchased at prices that do not reflect future growth potential. Investments are made in companies with strong underlying fundamentals such as recognized trademarks, strong balance sheets, and profitability, but whose share price appears to be temporarily depressed due to some solvable company problem, external factor, or other misunderstanding. We primarily invest in large, domestic companies. However, we also take positions in small and mid-size companies as well as companies headquartered abroad.

Strategies may include long-term purchases, short-term purchases, and option writing. For example, we may use "covered calls", in which we sell an option to buy or sell a particular security owned by the client at a fixed price (i.e., the "exercise price"). In this strategy, the client owns the underlying security on which the option is written, and the client receives a fee for making the option available. The person purchasing the option has the right to buy the security from the client at the exercise price. We may also "write puts," in which we sell an option on a security the client may or may not own. In this strategy, the client receives a fee for making the option available, and the person purchasing the option has the right to sell the security to the client at the exercise price. Our firm strives to build portfolios that are flexible and diversified to control the risk associated with the capital markets. In periods where it is difficult to identify attractive opportunities, cash levels may increase. Depending on the client's risk tolerance and goals, the conservative use of covered calls or writing puts may be a means of generating additional returns.

We will rarely own the latest "hot" or fastest-growing securities. Value will be an integral element of our security selection process. We will utilize a bottom-up, fundamentally based research process to select individual securities. We may also incorporate alternative investment strategies when and where appropriate, as well as continuously search for ways to improve the

performance and effectiveness of our investments. At the same time, we recognize the importance of consistently applying our investment process regardless of the market environment. As such, we will not materially change our investment process based on current market conditions. We will regularly review our successful investments as well as those that are unsuccessful, as we know that we can learn from such reflection.

The principles of asset allocation and diversification are integral elements of the portfolio construction process. Target allocations will be set based on a combination of factors as represented in the client's investment policy statement, risk tolerance questionnaire, and financial plan. Once the portfolio is constructed, we will provide continuous supervision of the portfolio and may periodically rebalance or adjust client accounts under our management as changes in market conditions and your circumstances may require.

Risks of Investment Strategies

Growth Investing – There is a risk that the prices of growth stocks can be more volatile than other stocks and can be more sensitive to changes in current or expected earnings than the prices of other stocks.

Value Investing – There is a risk that value stocks will not increase in price, will not issue the anticipated stock dividends, or will decline in price, based upon the market's belief of the issuer's intrinsic worth. Value stocks are typically less volatile than growth stocks but will lag growth stocks in an up market.

Long-Term Purchases – A long-term purchase strategy generally assumes the financial markets will go up in the long term, which may not be the case. There is also the risk that a particular segment of the market or a particular investment will go down over time even if the overall financial markets advance. Long-term investments may create an opportunity cost by "locking up" assets that may be better utilized in other investments.

Short-Term Purchases – A short-term purchase strategy generally assumes that financial markets will perform in a predictable manner in the short term, which may not be the case. Short-term purchase strategies could incur a disproportionately higher amount of transaction costs compared to long-term purchase strategies. Many factors can affect financial market performance in the short term (such as short-term interest rate changes, periodic earnings announcements, etc.) but have a smaller impact over longer time periods.

Options – Transactions in options carry a high degree of risk for both purchasers and sellers. The purchaser may offset or exercise the options or allow the options to expire. The exercise of an option results either in a cash settlement or in the purchaser acquiring or delivering the underlying security. If the purchased options expire worthless, the purchaser will suffer a total loss of the investment. An option generally entails considerably greater risk than purchasing

equities. If the option is "covered" by the seller holding a corresponding position in the underlying security, the risk may be reduced. If the option is not covered, the risk of loss can be unlimited.

Asset Allocation – A risk of asset allocation is that the Client may not participate in sharp increases in a particular security, industry or market sector. Another risk is that the ratio of equities, fixed income, and cash will change over time due to stock and market movements and, if not corrected, will no longer be appropriate for the Client's goals. We attempt to closely monitor our asset allocation models and make changes periodically to keep in line with the target risk tolerance model.

The investment strategy for a specific client is based on the objectives stated by the client during our initial consultations. The client may change these objectives at any time. Risk management is integrated into our process through the use of appropriate risk levels on each position. The value of securities used in our strategies may go up or down in response to factors not within our control, including but not limited to the status of an individual company underlying a security, or the general economic climate. When investing client portfolios, we seek to maintain discipline and objectivity by focusing on the client's financial goals and objectives and avoiding trading on short-term uncertainties such as position-specific news events.

RISK OF LOSS

Any investment carries a certain degree of risk, including a possible loss of principal that clients should be prepared to bear. The value of securities used in all our strategies may go up or down in response to factors not within our control, such as but not limited to the status of an individual company underlying a security, or the general economic climate. There is no guarantee that any of the investment strategies that our firm employs will outperform the investment strategies used by other firms. Past performance is no guarantee of future results.

Investors should be aware their investment is not guaranteed and understand that there is a risk of loss of value in their investment.

Item 9. Disciplinary Information

REQUIRED DISCLOSURES

Our firm and our management persons have not been involved in any legal or disciplinary events that would have a material adverse effect on the integrity of our management or the services we provide to our clients.

Item 10. Other Financial Industry Activities and Affiliations

OUTSIDE BUSINESS ACTIVITIES

Neither AWM nor any of its employees are registered, or have an application pending to register, as a broker-dealer or registered representative of a broker dealer, futures commission merchant, commodity pool operator, a commodity trading advisor, or an associated person of the foregoing entities.

AFFILIATED ENTITIES

Hay Weiss, CPA, LLC

Philip Weiss, Managing Partner of AWM, is the co-presiding partner of Hay Weiss, CPA, LLC, an accounting firm that provides payroll and accounting services on a contract basis. Any compensation for these services is paid directly to Hay Weiss, CPA, LLC and AWM does not receive any portion of this compensation. Clients of AWM may be referred to Hay Weiss, LLC for tax preparation but are under no obligation to use the services provided by Hay Weiss, CPA, LLC.

OTHER INVESTMENT ADVISERS

Investment Advisor Representatives of AWM may also be affiliated with other Investment Advisors. This practice represents a conflict of interest because it gives them an incentive to refer Clients to a specific Investment Advisor depending on the fee amount received. This conflict is mitigated by disclosures, procedures and AWM's fiduciary obligation to place the best interest of the Client first. Moreover, Clients are not required to engage either Investment Advisor or its representatives if they do not wish to. More information on this can be found in the respective Investment Advisor Representative's Form U4 and ADV 2B.

Item 11. Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

CODE OF ETHICS

AWM has adopted a Code of Ethics (the "Code") that sets forth a standard of business conduct for our firm and all our associated persons. The purpose of the Code is to set out ideals for integrity, objectivity, competence, fairness, confidentiality, professionalism and diligence for our firm and our associated persons to espouse in the interest of our clients and investor protection. The Code includes provisions relating to the confidentiality of client information, a prohibition on insider trading, and personal securities trading procedures, among other things. All employees of AWM are required to handle their personal securities transactions in such a manner as to avoid any actual or potential conflicts of interest or any abuse of a position of trust and responsibility. Annually, we require all employees to certify that they have read, understand, and will comply

with the Code. The firm also complies with the CFA Institute's Code of Ethics and Standards of Professional Conduct.

AWM recognizes the critical importance of our fiduciary responsibility and ethical behavior. We do not participate in or influence any situations or transactions where our own interests might take precedence over our clients' best interests. Additionally, AWM is committed to complying with the following ethical standards:

- The American Institute of Certified Public Accountants (AICPA) Code of Professional Conduct.
- The CFA Institute Code of Ethics and Standards of Professional Conduct (Code and Standards).

Clients or prospective clients may request copies of any of the above by contacting Philip Weiss at (443) 690-5240 or by sending an email to philweiss@apprisewealth.com.

Employees of AWM may invest in the same securities that are also recommended to our clients, which creates a conflict of interest. At no time, however, will our firm or our employees receive preferential treatment over our clients. In an effort to mitigate the inherent conflicts of interests involving employees' personal trading activities, the Code requires that our employees report their personal securities transactions and holdings to our firm. We may also restrict or prohibit employees' transactions in specific securities transactions if we determine that the employees' transaction disadvantages the client.

Clients and prospective clients may request a full copy of our firm's Code of Ethics by contacting our firm in writing at Apprise Wealth Management LLC, 14840 Hunting Way, Phoenix, MD 21131, or calling our firm at (443) 690-5240.

PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS

AWM and/or our advisors may invest in the same securities that are recommended to and/or purchased for our clients. AWM has adopted procedures designed to assure that the personal securities transactions, activities, and interests of AWM and/or our advisors will not interfere with our ability to make investment decisions in the best interest of our clients.

PERSONAL TRADING

AWM maintains and enforces written policies and procedures reasonably designed to prevent the misuse of material non-public information by our firm or any access persons of our firm with regard to their personal securities transactions. Personal trading activities are continually monitored to reasonably prevent conflicts of interest between our firm and our clients.

Item 12. Brokerage Practices

SELECTION OF BROKER-DEALERS

Securities transactions are generally executed through Interactive Brokers or Charles Schwab. Interactive Brokers or Charles Schwab maintain custody of our clients' assets and affect securities transactions for our wealth management clients' accounts. AWM is independently owned and operated and is not affiliated with or a related person to Interactive Brokers or Charles Schwab.

AWM considers a number of factors prior to recommending a particular broker-dealer to our clients, including but not limited to, their familiarity with the securities to be sold or purchased, their execution skills, order-flow capabilities, their commission rates or other fee schedules, their custodial services, their level of net capital (financial strength) and excess SIPC and other insurance coverage. The commissions charged by Interactive Brokers or Charles Schwab are competitive with similarly situated retail broker-dealers offering the same variety of securities to clients. Clients are advised, however, that they may be able to effect transactions in securities through other broker-dealers at lower commission rates, particularly with respect to securities listed on a national securities exchange or in the over-the-counter market.

Research and Other Soft Dollar Benefits. Interactive Brokers and Charles Schwab offer products or services other than execution that assist our firm in managing and administering client accounts. These may include software and other technology that provide access to client account data (such as trade confirmations and account statements), facilitate trade execution (and allocation of aggregated trade orders for multiple client accounts), facilitate payment of our fees from clients' accounts, and assist with back-office functions, record keeping, and client reporting. These services may be used to service all or a substantial number of client accounts, including accounts not maintained at Interactive Brokers or Charles Schwab.

AWM may also receive services from Interactive Brokers and Charles Schwab. Interactive Brokers and Charles Schwab may have arrangements with various product vendors, which may enable our firm to purchase their products at a discount. These products may include such items as client reporting and consolidated statement software; client communication software; client relationship management software; compliance assistance; and investment research.

AWM does not participate in any commission-sharing arrangements or receive soft dollar credits since using client brokerage commissions (or markups or markdowns) to obtain research or other products or services creates a conflict of interest where we would receive a benefit because we would not have to produce or pay for the research, products or services. While the benefits we receive from Interactive Brokers and Charles Schwab do not depend on the amount of brokerage transactions directed to Interactive Brokers or Charles Schwab, as a fiduciary we are required to disclose that there is an inherent conflict of interest when our firm recommends that clients maintain their assets at Interactive Brokers or Charles Schwab. These recommendations may be based in part on the benefits we receive from Interactive Brokers or Charles Schwab, such as the availability of the above-mentioned products and services, and not solely on our clients' interest in receiving the most favorable execution. Nonetheless, we seek to ensure that the securities

transactions affected for our clients represent the best qualitative execution, not just the lowest possible cost.

Our firm routinely compares order execution disclosure information at the qualified custodian(s) to other broker-dealers to ensure that the qualified custodian(s) remains competitive in providing best execution for our clients' securities transactions. Although the brokerage commissions and/or transaction fees charged by the qualified custodian(s) may be higher or lower than those charged by other broker-dealers, in seeking best execution for our clients our firm strives to ensure that our clients pay brokerage commissions and/or transactions fees which we have determined, in good faith, to be reasonable in relation to the value of the brokerage and other services provided by the qualified custodian(s).

Brokerage for Client Referrals. AWM does not consider broker-dealer or third-party referrals in selecting or recommending broker-dealers to our clients as this would create a conflict of interest.

Directed Brokerage. While AWM generally recommends that clients direct transactions through Interactive Brokers, or Charles Schwab, we do not have discretionary authority to determine the broker-dealer to be used for the purchase or sale of securities for client accounts or the commission rates paid to a broker-dealer for client securities transactions.

In rare cases, AWM may utilize other broker-dealers when requested by the client. Clients of AWM must be aware that if they direct us to use a particular broker-dealer it may limit our ability to achieve best execution or limit their participation in block trading. As a result, clients may pay higher commissions, have higher transaction costs, or receive less favorable prices. In situations where the client directs us to affect their transactions through a particular broker-dealer, we require such directions to be in writing.

TRADE AGGREGATION

Investment decisions deemed appropriate for one client may also be deemed appropriate for other clients so that the same security may be purchased or sold at or about the same time for more than one client. When this is the case, our firm may, but is not obligated to, aggregate similar trades for multiple clients and execute the trade as a single block.

When transactions are so aggregated, the securities purchased or sold will be allocated in a fair and equitable manner. Our trade allocation procedures seek to allocate investment opportunities among our clients in the fairest possible way taking into account their best interests. These procedures ensure that allocations do not involve a practice of favoring or discriminating against any client or group of clients. Transactions are usually aggregated to seek a more advantageous net price and/or to obtain better execution for all clients. Nevertheless, there is no assurance that the aggregation of transactions will benefit all clients equally, and in some instances,

combined orders could adversely affect the price or volume of a security. Also, it is possible that we may not aggregate trades in circumstances where it would be beneficial to do so.

TRADE ERRORS

From time to time, our firm may make a trade error when servicing a client's account. When this occurs, we will correct the trade as soon as we discover the error. Trading errors will be corrected at no cost to clients. In most cases, we will correct trade errors via our executing broker-dealer's trade error desk. If there is a cost associated with this correction, such cost is borne by AWM and not the client. Note that we do not credit accounts for market losses unrelated to our error.

Item 13. Review of Accounts

ACCOUNT REVIEWS

Philip Weiss, Managing Partner, conducts account reviews on at least an annual basis for clients subscribed to our wealth management services. Additional reviews may be triggered by a variety of factors such as: the client's risk profile, activity in the account, economic and market conditions, and the client's preferences, if any.

Formal client review meetings are generally conducted on a regular basis at intervals mutually agreed upon by the advisor and the client, but no less than annually. During these reviews, any changes in the client's investment objectives are discussed so we can review our previous recommendations and make any necessary adjustments.

ACCOUNT REPORTS

Clients have direct and continuous access to their account information and related documents via the password-protected website of the qualified custodian with which their accounts are held.

Item 14. Client Referrals and Other Compensation

CLIENT REFERRALS

Currently AWM does not, directly or indirectly, compensate any person who is not advisory personnel for Client referrals. AWM had previously entered into a Solicitation Agreement with a Solicitor and will continue to compensate that Solicitor for past referred clients for a limited time.

OTHER COMPENSATION

AWM does not receive an economic benefit from anyone who is not a client in exchange for our provision of investment advice or other advisory services.

Item 15. Custody

CUSTODY OF CLIENT FUNDS AND SECURITIES

All assets are held at qualified custodians, which means the custodians provide account statements directly to Clients at least quarterly. Clients are urged to compare the account statements received directly from their custodians to any documentation or reports prepared by AWM.

AWM is deemed to have limited custody solely because advisory fees are directly deducted from Client's accounts by the custodian on behalf of AWM. AWM will obtain written authorization from Client to allow for such deductions.

In addition, AWM shall:

1. Send the qualified custodian an invoice or statement of the amount of the fee to be deducted from the client's account; and
2. Send the Client an invoice or statement itemizing the fee. Itemization includes the formula used to calculate the fee, the value of the assets under management on which the fee is based, and the time period covered by the fee.

AWM also has limited custody due to having standing letters of authorization ("SLOA") to direct third party payments. AWM will meet the following seven conditions when a SLOA has been established with a Client to be exempted from the annual audit requirement:

1. The client provides an instruction to the qualified custodian, in writing, that includes the client's signature, the third party's name, and either the third party's address or the third party's account number at a custodian to which the transfer will be directed.
2. The client authorizes the investment advisor, in writing, either on the qualified custodian's form or separately, to direct transfers to the third party either on a specified schedule or from time to time.
3. The client's qualified custodian performs appropriate verification of the instruction, such as a signature review or other method to verify the client's authorization, and provides a transfer of funds notice to the client promptly after each transfer.
4. The client has the ability to terminate or change the instruction to the client's qualified custodian.
5. The investment advisor has no authority or ability to designate or change the identity of the third party, the address, or any other information about the third party contained in the client's instruction.

6. The investment advisor maintains records showing that the third party is not a related party of the investment advisor or located at the same address as the investment advisor.
7. The client's qualified custodian sends the client, in writing, an initial notice confirming the instruction and an annual notice reconfirming the instruction.

Clients are encouraged to raise any questions with us about the custody, safety, or security of their assets and our custodial recommendations.

Item 16. Investment Discretion

DISCRETIONARY AUTHORITY

AWM manages client securities portfolios on a discretionary basis. AWM is granted limited discretionary authority in writing by the client at the outset of the advisory relationship. This limited discretionary authorization gives AWM the authority to manage the client's investment assets at our firm's sole discretion and without consulting with the client in advance, subject to the investment objectives, guidelines and restrictions set by the client. This authorization will remain in full force and effect until we receive a written termination notice of the Engagement Agreement from the client.

AWM does not have discretionary authority to determine what broker-dealer to use or the amount of commissions that are charged by the broker-dealer or custodian.

Item 17. Voting Client Securities

AUTHORITY TO VOTE CLIENT PROXIES

As a matter of firm policy, we do not vote proxies on behalf of clients. Therefore, although our firm may provide investment advisory services relative to client investment assets, clients maintain exclusive responsibility for: (1) directing the manner in which proxies solicited by issuers of securities beneficially owned by the client shall be voted, and (2) making all elections relative to any mergers, acquisitions, tender offers, bankruptcy proceedings or other type of events pertaining to the client's investment assets. Clients are responsible for instructing each custodian of the assets to forward to the client copies of all proxies and shareholder communications relating to the client's investment assets. In the event we were to receive any written or electronic proxy materials, we would forward them directly to you by mail, unless you have authorized our firm to contact you by electronic mail, in which case, we would forward any electronic solicitation to vote proxies. We may provide clients with consulting assistance regarding proxy issues if they contact us with questions at our principal place of business.

Item 18. Financial Information

REQUIRED DISCLOSURES

As previously discussed in this brochure, AWM may accept limited discretionary authority when providing wealth management services if agreed upon in writing with the client. AWM does not require clients to prepay more than \$500 in fees six months or more in advance. AWM has no financial commitments that would impair our firm's ability to meet our contractual and fiduciary commitments to our clients and has not been the subject of a bankruptcy proceeding.

Item 19. Requirements for State-Registered Advisers

EXECUTIVE OFFICERS AND MANAGEMENT PERSONS

The education and business background for all management and supervised persons can be found in the Part 2B of this Brochure.

OUTSIDE BUSINESS ACTIVITIES

Please refer to the "Other Financial Industry Activities and Affiliations" section of this Brochure for more information.

PERFORMANCE-BASED FEES

Please refer to the "Performance-Based Fees and Side-By-Side Management" section of this Brochure for more information. Performance-based fees may create an incentive for an advisor to recommend investments that carry a higher degree of risk to the client.

LEGAL OR DISCIPLINARY EVENTS

Neither AWM nor our management persons have been involved or been found liable in any arbitration claims alleging damages in excess of \$2,500 or been involved or been found liable in any civil, self-regulatory organization, or administration proceeding.

ISSUERS OF SECURITIES

Neither AWM nor our management persons have any relationships or arrangements with any issuers of securities.

NEW JERSEY INVESTOR PROTECTION INFORMATION FORM

Pursuant to N.J.A.C. 13:47A-2.14

The New Jersey Bureau of Securities (“Bureau”), an arm of the Office of the New Jersey Attorney General, is charged with protecting investors from investment fraud, and regulating the securities industry in New Jersey. In addition to bringing investigative and enforcement actions against firms or individuals who violate the **New Jersey Uniform Securities Law** and **regulations** thereunder, the Bureau registers securities offered or sold in New Jersey and oversees the firms and individuals selling securities or providing investment advice to or from New Jersey.

Investors can contact the Bureau to research the professional background of current and former registered broker-dealers, investment advisers, agents, and investment adviser representatives. To research a financial professional, contact the Bureau via phone at 1- 866- I-Invest (within New Jersey) or at 973-504-3600 (both within and outside New Jersey) or via email at njbos@lps.state.nj.us.

Investors can also file complaints with the Bureau against individuals and firms selling securities or offering investment advice, as well as companies issuing securities investments directly.

To file a complaint or learn more about the Bureau, visit the Bureau’s website at www.NJSecurities.gov.

Form ADV Part 2B: Brochure Supplement



Phillip Weiss

philweiss@apprisewealth.com

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Phoenix, MD 21131
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This brochure supplement provides information about our supervised persons that supplements the Apprise Wealth Management LLC Firm Brochure. You should have received a copy of that Brochure. Please contact our firm if you did not receive Apprise Wealth Management LLC's Brochure or if you have any questions about the contents of this supplement.

Additional information about the supervised persons mentioned in this brochure supplement is available on the SEC's website at www.adviserinfo.sec.gov.

Effective Date: March 5, 2026

SUPERVISED PERSONS: Philip Weiss

EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Name: Philip Weiss, CFA, CPA

Year of Birth: 1962

Education: B.S. Accounting, 1987
Rutgers University

Psychology Major (transferred to Rutgers)
Duke University

Experience: Managing Member/Investment Adviser Representative
Apprise Wealth Management LLC
May 2017 – Present

Consultant
Bestgate Wealth Advisors, LLC
Sept 2019 – Present

Consultant
Foundation Wealth & Tax Advisors, LLC
March 2022 – March 2025

Co-Presiding Partner
Hay Weiss, CPA, LLC
Aug 2002 – Present

Financial Analyst
& Wealth
Aug 2017 – October 2017

Chief Investment Analyst
Baltimore-Washington Financial Advisors
May 2013 – Aug 2016

Chartered Financial Analyst (CFA). The CFA charter is a globally respected, graduate-level investment credential established in 1962 and awarded by the CFA Institute — the largest global association of investment professionals. To earn the CFA charter, candidates must: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment

experience; 3) join CFA Institute as members; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct. The CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, require CFA charterholders to place their clients' interests ahead of their own; maintain independence and objectivity; act with integrity, maintain and improve their professional competence; and disclose conflicts of interest and legal matters. Passing the three CFA exams is a difficult feat that requires extensive study (successful candidates report spending an average of 300 hours of study per level). Earning the CFA charter demonstrates mastery of many of the advanced skills needed for investment analysis and decision making in today's quickly evolving global financial industry.

The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA Program test a proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning. The CFA Program curriculum is updated every year by experts from around the world to ensure that candidates learn the most relevant and practical new tools, ideas, and investment and wealth management skills to reflect the dynamic and complex nature of the profession.

Certified Public Accountant (CPA). CPAs are licensed and regulated by their state boards of accountancy. While state laws and regulations vary, the education, experience, and testing requirements for licensure as a CPA generally include minimum college education (typically 150 credit hours with at least a baccalaureate degree and a concentration in accounting), minimum experience levels (most states require at least one year of experience providing services that involve the use of accounting, attest, compilation, management advisory, financial advisory, tax or consulting skills, all of which must be achieved under the supervision of or verification by a CPA), and successful passage of the Uniform CPA Examination. In order to maintain a CPA license, states generally require the completion of 40 hours of continuing professional education (CPE) each year (or 80 hours over a two-year period or 120 hours over a three-year period). Additionally, all American Institute of Certified Public Accountants (AICPA) members are required to follow a rigorous Code of Professional Conduct which requires that they act with integrity, objectivity, due care, competence, fully disclose any conflicts of interest (and obtain client consent if a conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services.

In addition to the Code of Professional Conduct, AICPA members who provide personal financial planning services are required to follow the Statement on Standards in Personal Financial Planning Services (SSPFPS).

DISCIPLINARY INFORMATION

Philip Weiss has not been involved in any legal or disciplinary events that would be material to a client's or prospective client's evaluation of the integrity of our management.

OTHER BUSINESS ACTIVITIES

Philip Weiss is the co-presiding partner of Hay Weiss, CPA, LLC, an accounting firm that prepares personal and business tax returns. He spends approximately 10% of his time on this activity.

Philip Weiss is registered with Bestgate Wealth Advisors, LLC, an unaffiliated registered investment advisory firm, as an investment adviser representative. The time he spends on this activity will be determined by Bestgate to appropriately meet the needs of Bestgate's clients, but he shall make every effort to ensure that this activity does not interfere with his fiduciary responsibility to our firm's clients.

ADDITIONAL COMPENSATION

Philip Weiss does not receive any additional compensation, apart from his regular salary and bonuses, that is based, all or in part, on the number or amount of sales, client referrals, or new accounts.

SUPERVISION

Philip Weiss is Chief Compliance Officer ("CCO") of our firm and as such has no internal supervision placed over him. He is, however, bound by our firm's Code of Ethics and adheres to the CFA Institute Code of Ethics and Standards of Professional Conduct. The CCO may be contacted at (443) 690-5240 or by email at philweiss@apprisewealth.com.

REQUIREMENTS FOR STATE-REGISTERED ADVISERS

Philip Weiss has not been involved or been found liable in any arbitration claims alleging damages in excess of \$2,500, in any civil, self-regulatory organization, or administration proceeding, or been subject of any bankruptcy petition.