

Introduction

Honu Wealth Management (“Honu”) is an investment adviser registered with the U.S. Securities and Exchange Commission (SEC). Investment advisory services and fees differ from brokerage services, and it’s important for you to understand these differences. Free and simple tools are 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 offer the following investment advisory services to retail investors:

Financial Planning	Helping you define goals and create plans for retirement, taxes, education, and estate planning. We do not monitor your investments on an ongoing basis for this service.
Investment Management	Primarily discretionary management of portfolios tailored to your objectives. Discretionary management is when we make investment decisions and execute trades on your behalf without requiring prior approval for each transaction. You can place reasonable restrictions on our discretionary authority in writing. If requested, we also provide non-discretionary management, where we give advice, and you make the final decisions on trades.
Wealth Management	Combines financial planning and investment management for a fixed quarterly fee.
Pension Consulting	Assistance with retirement plans for businesses.

We regularly monitor managed accounts and provide advice on a wide range of investments. We do not have proprietary products or require a minimum account size or investment amount.

For more details, see Item 4 and Item 7 of our Form ADV Part 2A.

Questions to ask us about investment services and advice:

“Given my financial situation, should I choose an investment advisory service? Why or why not?”
 “How will you choose investments to recommend to me?”
 “What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?”

What fees will I pay?

Our fees vary based on the services provided:

Financial Planning	A fixed fee ranging from \$2,000 to \$10,000 or hourly rates of up to \$400.
Investment Management	Annual fees start at 1.00% of assets under management.
Wealth Management	A fixed quarterly fee paid in advance.
Pension Consulting	Fees are fixed, percentage-based, or hourly, depending on the agreement

We charge most fees quarterly in advance, and fees are outlined in your agreement. Additional fees may include brokerage, transaction, banking, mutual fund and ETF fees. You may also pay fees to independent managers. Honu does not receive any of these additional fees.

You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.

For more details see Item 5 of our Form ADV Part 2A.

Questions to ask us about fees:

“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 interests ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here are some examples to help you understand what this means.

- We typically recommend that you open your account with a specific custodian where we have an institutional relationship and receive economic benefits. However, you ultimately decide where to open your accounts. Choosing a different custodian may result in the loss of quality of service and/or ability to obtain favorable prices.
- For Investment Management clients, we earn fees based on assets under management, incentivizing us to grow your portfolio and keep assets under our management, which might not be in your best interest. We also have a financial incentive to recommend that you rollover retirement plan assets into an IRA we manage.

We manage these conflicts by disclosing them to you, seeking to educate you on your options and the fees and benefits associated with each choice and following our fiduciary duty to act in your best interest.

Questions to ask us about conflicts of interest:

“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 only compensated through the fees their clients generate for the firm. See “What fees will I pay?” section above. We do not earn performance-based fees, product sales commissions or bonuses.

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

No. We do not have any legal or disciplinary history to disclose. Visit www.investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

Questions to ask us about our disciplinary history:

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

Additional Information

You can find additional information about our investment advisory services by searching with our CRD #142563 at www.sec.gov/check-your-investment-professional or by visiting www.HonuWealth.com or refer to our Form ADV Part 2.

If you would like additional, up-to-date information or a copy of this relationship summary, please call us at (650) 917-3400 or email info@HonuWealth.com.

Additional 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?”