

**Wealth Management Institute, Inc.**

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**06/30/2015**

**FORM ADV PART 2A  
BROCHURE**

**This brochure provides information about the qualifications and business practices of Wealth Management Institute, LLC. If you have any questions about the contents of this brochure, please contact us at 517-323-2063. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.**

**Wealth Management Institute, Inc. is a registered investment adviser. Registration with the United States Securities and Exchange Commission or any state securities authority does not imply a certain level of skill or training.**

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## **Summary of Material Changes**

This brochure is a new document prepared according to the SEC's new requirements and rules. As such, this document is materially different in structure and requires certain new information that our previous brochure did not require. Beyond the change in format, and the new information, we have not made any material changes to this brochure since our last annual update March 27, 2014.

## **Advisory Business**

*Form ADV Part 2A, Item 4*

### **Description of Services and Fees**

Wealth Management Institute, Inc. is a registered investment adviser based in Lansing, Michigan. We are organized as a corporation under the laws of the State of Michigan and we have been providing investment advisory services since 1995. Francis Cherniawski is the principal owner. Currently, we offer the financial planning and consulting services and pension consulting services, which are personalized to each individual client.

The following paragraphs describe our services and fees. Please refer to the description of each investment advisory service listed below for information on how we tailor our advisory services to your individual needs. As used in this brochure, the words "we", "our" and "us" refer to Wealth Management Institute, Inc. and the words "you", "your" and "client" refer to you as either a client or prospective client of our firm. Also, you may see the term Associated Person or Investment Adviser Representative throughout this brochure. As used in this brochure, our Associated Persons or Investment Adviser Representatives are our firm's officers, employees, and all individuals providing investment advice on behalf of our firm.

### **Types of Investments**

In the course of providing financial planning services, we primarily offer advice on mutual funds, exchange traded funds and individual securities.

### **Assets Under Management**

We do not manage individual portfolios and therefore do not have any assets under management.

### **Financial Planning and Consulting Services**

Financial planning will typically involve providing a variety of advisory services to clients regarding the management of their financial resources based upon an analysis of their individual needs. If you retain our firm for financial planning services, we will meet with you to gather information about your financial circumstances and objectives. Once we review and analyze the information you provide to our firm, we may deliver a written plan to you, designed to help you achieve your stated financial goals and objectives.

Our financial planning and consulting services can include assisting clients in defining personal financial planning goals and objectives to be pursued in the areas of children's education planning, general estate planning, insurance planning, investment planning, retirement planning and general tax planning. We can furnish recommendations as to the allocation of present financial resources among different types of assets including investments and insurance with a view toward better correlating the assets with the client's stated financial planning objectives.

In providing broad-based financial planning services, we utilize the LEAP System<sup>TM</sup> described below.

### **The LEAP System<sup>TM</sup>**

LEAP<sup>TM</sup> means: Lifetime Economic Acceleration Process<sup>TM</sup>. The LEAP System<sup>TM</sup> views the financial process as an ongoing lifetime experience and uses a comprehensive or holistic approach. The program seeks to make money more productive and efficient which may potentially increase its performance over time. The program also seeks to direct assets in such a manner as to have the potential to achieve an accelerated rate of return by using a unique financial process. The process also seeks to help organize and coordinate your money decisions into a financial model that is easy to follow and understand. Our firm and you, together, will engage in a data-gathering process and will utilize this information to design a personalized financial and investment strategy.

**Consulting Services**

Our Consultation Services can focus on one or more various components of planning such as: Financial / cash management issues; goal setting; general investment issues; asset allocation; focused investment research; investment review/analysis or monitoring; general retirement or education planning issues; financial issues relating to marriage or divorce; business owner issues, employee benefit issues, or other areas of interest to clients such as investment review and analysis.

Financial plans are based on your financial situation at the time we present the plan to you, and on the financial information you provide to our firm. You must promptly notify our firm if your financial situation, goals, objectives, or needs change.

When Financial Planning or Consultation Services only focus on certain areas of client interests, needs or is otherwise limited, clients must understand that a client’s overall financial and investment needs and objectives may not be considered as a result of time and/or service restraints placed on our services. Clients requiring assistance on issues relating to matters outside of investment advisory topics should consult their personal tax adviser, legal counsel, or other professionals for expert opinions.

You are under no obligation to act on our financial planning recommendations. Should you choose to act on any of our recommendations, you may do so by placing securities transactions with any brokerage firm. Our firm does not provide the ongoing management of investment portfolios.

Generally, our advisory relationship with you terminates upon the delivery of the plan or upon completion of contracted services unless otherwise agreed upon in the financial planning agreement. We may offer an initial, complimentary consultation to discuss services available and to give you time to review the types of services we offer. Once you decide to engage our firm for financial planning and/or consulting services, we will formalize the arrangement through a financial planning agreement.

***Fees and Compensation***

Our financial planning and consulting fees are as follows:

Form ADV Part 2A, Item 5

- Consulting Hourly Fees:** Our hourly fee is \$150.00.
- Consulting Project Fees:** Our minimum project fee is \$500.
- Annual Retainer Fees:** Our annual retainer services provide you up to 2 meetings per year and up to 4 hours of consultation services via telephone, email or personal meetings throughout a one-year period for \$500. Additional services are invoiced at our hourly rate of \$150.00.
- The LEAP System™ Fees:** Fees for the preparation of a broad-based plan utilizing the LEAP System™ are based upon gross income or total assets (see chart below), with a minimum project fee of \$1200.00. In addition, you will be charged an hourly rate of \$150.00 for single purpose consultations or for periodic reviews you request.

<b>Gross Income</b>	<b>-OR-</b>	<b>Total Assets (not including primary residence)</b>	<b>Minimum Fee*</b>
500,001.00 +		10,000,001.00 +	10,000.00
250,001.00 - 500,000.00		5,000,001.00 - 10,000,000.00	5,000.00
250,001.00 - 500,000.00		1,000,001.00 - 5,000,000.00	2,500.00
100,000.00 - 250,000.00		Up to 1,000,000.00	1,200.00

*\*We charge a maximum fee of \$2,500, \$5,000, \$10,000 and \$50,000 for each respective tier.*

The type and amount of our fees are negotiable depending upon the complexity and scope of the plan, your financial situation, and your objectives. An estimate of the total time/cost will be determined at the start of the advisory relationship. In limited circumstances, the cost/time could potentially exceed the

initial estimate. In such cases, we will notify you in advance and request that you approve the additional fee.

We require that you pay 50% of the fee in advance for our annual retainer services, and the remaining portion upon the completion of the services rendered. Should the client's condition change during the course of services such that new advice, recommendations or research are required or we must re-work the advice, recommendations or other services, additional fees will apply. Our hourly and project fees are due at the end of each consulting session or upon completion of contracted services.

You may terminate the financial planning agreement by providing written notice to our firm. You will incur a pro rata charge for services rendered prior to the termination of the agreement. If you have pre-paid advisory fees that we have not yet earned, you will receive a prorated refund of those fees.

### ***Pension Consulting Services***

We offer pension consulting services to employee benefit plans and their fiduciaries based upon the needs of the plan and the services requested by the plan sponsor or named fiduciary. In general, these services may include assistance with Plan investment options; consultations relating to the diversification of Plan assets; consultation relating to the performance of investments selected, employee education services via group meetings and individual consultations pertaining to Plan. These pension consulting services will generally be non-discretionary and advisory in nature. The ultimate decision to act on behalf of the plan shall remain with the plan sponsor or other named fiduciary.

We charge \$175.00 per hour for pension consulting services which are due at the end of each consulting session or upon completion of contracted services.

Either party to the pension consulting agreement may terminate the agreement upon written notice to the other party. The pension consulting fees will be charged on services rendered up until the date of termination. Refunds are generally not applicable since fees are normally paid in arrears.

### **Additional Fees and Expenses**

Form ADV Part 2A, Item 5

As part of our financial planning process, we may provide general advice on mutual funds and exchange traded funds. The fees that you pay to our firm for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds or exchange traded funds (described in each fund's prospectus) to their shareholders. These fees will generally include a management fee and other fund expenses.

You may also incur transaction charges and/or brokerage fees when purchasing or selling securities. These charges and fees are typically imposed by the broker-dealer or custodian through whom your account transactions are executed. We do not share in any portion of the brokerage fees/transaction charges imposed by the broker-dealer or custodian. To fully understand the total cost you will incur, you should review all the fees charged by mutual funds, exchange traded funds, our firm, and others. For information on our brokerage practices, please refer to the "Brokerage Practices" section of this brochure.

### **Compensation for the Sale of Securities or Other Investment Products**

Persons providing investment advice on behalf of our firm are registered representatives with Madison Avenue Securities, LLC, an unaffiliated securities broker-dealer, member of the Financial Industry Regulatory Authority ("FINRA") and the Securities Investor Protection Corporation ("SIPC"). In their capacity as registered representatives, these persons will receive commission-based compensation in connection with the purchase and sale of securities, including 1 2b-1 fees for the sale of investment company products. Compensation earned by these persons in their capacities as registered representatives is separate and in addition to our advisory fees. This practice presents a conflict of interest because persons providing investment advice on behalf of our firm who are registered representatives have an incentive to effect securities transactions for the purpose of generating commissions rather than solely based on your needs. However, they primarily recommend mutual funds including "no-load" or load-waived funds. Regardless, you are under no

obligation, contractually or otherwise, to purchase securities products through any person affiliated with our firm.

Some persons providing investment advice on behalf of our firm are licensed as independent insurance agents. These persons will earn commission-based compensation for selling insurance products. Insurance commissions earned by these persons are separate and in addition to our advisory fees. This practice presents a conflict of interest because persons providing investment advice on behalf of our firm who are insurance agents have an incentive to recommend insurance products to you for the purpose of generating commissions rather than solely based on your needs. However, you are under no obligation, contractually or otherwise, to purchase insurance products through any person affiliated with our firm.

### ***Performance-Based Fees and Side-By-Side Management***

Form ADV Part 2A, Item 6

We do not accept performance-based fees or participate in side-by-side management. Side-by-side management refers to the practice of managing accounts that are charged performance-based fees while at the same time managing accounts that are not charged performance-based fees. Performance-based fees are fees that are based on a share of capital gains or capital appreciation of a client's account. Our fees are calculated as described in the "Advisory Business" section above, and are not charged on the basis of a share of capital gains upon, or capital appreciation of, the funds in your advisory account.

### ***Types of Clients***

Form ADV Part 2A, Item 7

We offer investment advisory services to individuals, high net-worth individuals, pension and profit sharing plans, trusts, estates, corporations, and other business entities.

### ***Methods of Analysis, Investment Strategies and Risk of Loss***

Form ADV Part 2A, Item 8

#### **Our Methods of Analysis and Investment Strategies**

We may use one or more of the following methods of analysis or investment strategies when providing advice to you:

- **Fundamental Analysis** – involves analyzing individual companies and their industry groups, such as a company's financial statements, details regarding the company's product line, the experience and expertise of the company's management, and the outlook for the company's industry. The resulting data is used to measure the true value of the company's stock compared to the current market value. The risk of fundamental analysis is that 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.
- **Long Term Purchases** – securities purchased with the expectation that the value of those securities will grow over a relatively long period of time, generally greater than one year.
- **Short Term Purchases** – securities purchased with the expectation that they will be sold within a relatively short period of time, generally less than one year, to take advantage of the securities' short-term price fluctuations.

Our firm provides advisory services through the following process. We first attempt to measure your risk tolerance, time horizon, goals and objectives through an interview and data-gathering process in an effort to determine an investment plan or portfolio to best fit your profile. Your participation and delivery of accurate, complete information are critical to our process.

After we evaluate your stated financial needs, we can design investment and insurance strategies (or other strategies as requested by you) to help you achieve your financial goals. Basic health and casualty insurance (e.g., homeowners, auto, liability, etc.) are important types of insurance, but are not considered part of our firm's services. You are encouraged to review these types of insurance coverage with an appropriately licensed firm or individual agent of your choosing.

In terms of investment advice, we utilize the concept of asset allocation or spreading investments among a number of asset classes: domestic stocks vs. foreign stocks; large cap stocks vs. small cap stocks; corporate bonds vs. government securities. Asset allocation seeks to achieve the most efficient diversification of assets and to help lessen risk while not sacrificing the effectiveness of the portfolio in an effort to meet your objectives. Since we believe risk reduction is a key element to long-term investment success, asset allocation principles are a key part of our overall approach in preparing advice for you. We may also recommend investments that are more flexible in nature to provide an added element of asset allocation.

Our investment strategies and advice may vary depending upon each client's specific financial situation. As such, we determine investments and allocations based upon your predefined objectives, risk tolerance, time horizon, financial horizon, financial information, liquidity needs, and other various suitability factors. Your restrictions and guidelines may affect the composition of your portfolio.

Not all of our advisory services will result in investment recommendations. However, when they are prepared, investment recommendations will be based on publicly available reports and analysis. In the case of mutual funds, recommendations will generally be based upon reports and analysis of performance and managers, track record, and certain computerized and other models for asset allocation and investment timing. Our firm utilizes many sources of public information including financial news and research materials.

Our firm does not provide investment management services and does not implement trades on your behalf. You may choose to implement recommendations in whole or in part at the service provider(s) of your choice. Additionally, you may choose to execute self-directed securities transactions which are investments that are not reviewed and/or not recommended by our firm.

Our strategies and investments may have unique and significant tax implications. However, unless we specifically agree otherwise, and in writing, tax efficiency is not our primary consideration in the advice we render. We strongly recommend that you continuously consult with a tax professional prior to and throughout the investing of your assets.

As a result of revised IRS regulations, custodians and broker-dealers will begin reporting the cost basis of equities acquired in client accounts on or after January 1, 2011. Your custodian will default to the FIFO (First-In First-Out) accounting method for calculating the cost basis of your investments. You are responsible for contacting your tax advisor to determine if this accounting method is the right choice for you. If your tax advisor believes another accounting method is more advantageous, please provide written notice to our firm immediately and we will alert your account custodian of your individually selected accounting method. Please note that decisions about cost basis accounting methods will need to be made before trades settle, as the cost basis method cannot be changed after settlement.

### **Risk of Loss**

Investing in securities involves risk of loss that you should be prepared to bear. We do not represent or guarantee that our services or methods of analysis can or will predict future results, successfully identify market tops or bottoms, or insulate clients from losses due to market corrections or declines.

We cannot offer any guarantees or promises that your financial goals and objectives will be met. Past performance is in no way an indication of future performance.

### **Recommendation of Particular Types of Securities**

As disclosed under the "Advisory Business" section in this Brochure, in the course of providing financial planning services, we primarily offer advice on mutual funds, exchange traded funds and individual securities, however since each client has different needs and different tolerance for risk, we may advise on other types of investments as appropriate for you.

Each type of security has its own unique set of risks associated with it and it would not be possible to list here all of the specific risks of every type of investment. Even within the same type of investment, risks can vary widely. However, in very general terms, the higher the anticipated return of an investment, the higher the risk of loss associated with it.

**Stocks** - There are numerous ways of measuring the risk of equity securities (also known simply as "equities" or "stock"). In very broad terms, the value of a stock depends on the financial health of the company issuing it. However, stock prices can be affected by many other factors including, but not limited to: the class of stock (for example, preferred or common); the health of the market sector of the issuing company; and, the overall health of the economy. In general, larger, more well established companies ("large cap") tend to be safer than smaller start-up companies ("small cap") but the mere size of an issuer is not, by itself, an indicator of the safety of the investment.

**Mutual Funds and Exchange Traded Funds** - These are professionally managed collective investment systems that pool money from many investors and invest in stocks, bonds, short-term money market instruments, other mutual funds, other securities or any combination thereof. The fund will have a manager that trades the fund's investments in accordance with the fund's investment objective. While mutual funds and ETFs generally provide diversification, risks can be significantly increased if the fund is concentrated in a particular sector of the market, primarily invests in small cap or speculative companies, uses leverage (i.e., borrows money) to a significant degree, or concentrates in a particular type of security (i.e., equities) rather than balancing the fund with different types of securities. Exchange traded funds differ from mutual funds since they can be bought and sold throughout the day like stock and their price can fluctuate throughout the day. The returns on mutual funds and ETFs can be reduced by the costs to manage the funds. Also, while some mutual funds are "no load" and charge no fee to buy into, or sell out of, other types of mutual funds do charge such fees which can also reduce returns.

### ***Disciplinary Information***

Form ADV Part 2A, Item 9

Our firm has been registered and providing investment advisory services since 1995. Neither our firm nor any of our Associated Persons has any reportable disciplinary information.

### ***Other Financial Industry Activities and Affiliations***

Form ADV Part 2A, Item 10

### **Registration with an Unaffiliated Broker-Dealer and Investment Adviser**

Some persons providing investment advice on behalf of our firm are licensed to sell securities through Madison Avenue Securities, LLC, an unaffiliated broker-dealer, member of the Financial Industry Regulatory Authority ("FINRA") and the Securities Investor Protection Corporation ("SIPC"). In their capacity as registered representatives of Madison Avenue Securities, LLC, they may affect transactions in securities for our clients and earn commissions.

Certain associated persons of our firm are also Investment Adviser Representatives (“IARs”) of Madison Avenue Securities, LLC, an unaffiliated, federally registered investment adviser. Such persons may earn advisory fees in their capacity as IARs of Madison Avenue Securities, LLC which are separate and apart from the advisory fees charged by our firm.

Specifically, we have an unaffiliated registration with Madison Avenue Securities, LLC through which we recommend managed money programs. These programs charge a percentage of assets, which we receive over and above the fees charged for our planning services with Wealth Management Institute, Inc. If client transactions are executed through Madison Avenue Securities, LLC, or through the broker dealer, Madison Avenue Securities, LLC., advisory representatives may receive normal commissions, thus a conflict of interest exists between our interests and that of our clients.

#### **Arrangements with Affiliated Persons or Entities**

We are affiliated with Pohl & Associates, Inc. and Global Financial Opportunities Corporation, Inc. a licensed insurance agency, through common control and ownership. And persons associated with our firm are also licensed as insurance agents. Pohl and Associates, Inc. and these persons will earn commission-based compensation for selling insurance products. Insurance commissions are separate from our advisory fees. Please see the “Fees and Compensation” section in this brochure for more information on the compensation received by insurance agents who are affiliated with our firm.

The referral arrangements we have with our affiliated persons present a conflict of interest because we may have a financial incentive to recommend their services. While we believe that compensation charged by them are competitive, such compensation may be higher than fees charged by other firms providing the same or similar services. If client transactions are executed through Madison Avenue Securities, LLC, advisory representatives may receive normal commissions, thus a conflict of interest exists between our interests and that of our clients.

### ***Code of Ethics, Participation or Interest in Client Transactions and Personal Trading***

Form ADV Part 2A, Item 11

#### **Description of Our Code of Ethics**

We strive to comply with applicable laws and regulations governing our practices. Therefore, our Code of Ethics includes guidelines for professional standards of conduct for our Associated Persons. Our goal is to protect your interests at all times and to demonstrate our commitment to our fiduciary duties of honesty, good faith, and fair dealing with you. All of our Associated Persons are expected to adhere strictly to these guidelines. Our Code of Ethics also requires that certain persons associated with our firm submit reports of their personal account holdings and transactions to a qualified representative of our firm who will review these reports on a periodic basis. Persons associated with our firm are also required to report any violations of our Code of Ethics. Additionally, we maintain and enforce written policies reasonably designed to prevent the misuse or dissemination of material, non-public information about you or your account holdings by persons associated with our firm.

Clients or prospective clients may obtain a copy of our Code of Ethics by contacting us at the telephone number on the cover page of this brochure or by visiting our website at [www.wminstitute.com](http://www.wminstitute.com).

### **Participation or Interest in Client Transactions**

Neither our firm nor any of our Associated Persons has any material financial interest in client transactions beyond the provision of investment advisory services as disclosed in this brochure.

### **Personal Trading Practices**

Our firm or persons associated with our firm may buy or sell the same securities that we recommend to you or securities in which you are already invested. A conflict of interest exists in such cases because we have the ability to trade ahead of you and potentially receive more favorable prices than you will receive. To eliminate this conflict of interest, it is our policy that neither our Associated Persons nor we shall have priority over your account in the purchase or sale of securities.

## ***Brokerage Practices***

Form ADV Part 2A, Item 12

We recommend the brokerage and custodial services of Madison Avenue Securities, LLC, an unaffiliated securities broker-dealer, member of FINRA and SIPC. We believe that Madison Avenue Securities, LLC provides quality execution services through their clearing firm, Pershing at competitive prices. Price is not the sole factor we consider in evaluating best execution. We also consider the quality of the brokerage services provided by Madison Avenue Securities, LLC, including the value of research provided, the firm's reputation, execution capabilities, commission rates, and responsiveness to our clients and our firm. In recognition of the value of research services and additional brokerage products and services Madison Avenue Securities, LLC provides, you may pay higher commissions and/or trading costs than those that may be available elsewhere.

Persons providing investment advice on behalf of our firm who are registered representatives of Madison Avenue Securities, LLC, will recommend Madison Avenue Securities, LLC to you for brokerage services. These individuals are subject to applicable rules that restrict them from conducting securities transactions away from Madison Avenue Securities, LLC unless Madison Avenue Securities, LLC provides the representative with written authorization to do so. Therefore, these individuals are generally limited to conducting securities transactions through Madison Avenue Securities, LLC unless they first secure written consent from to execute securities transactions through a different broker-dealer. Absent such written consent or separation from their broker/dealer, these IARs are prohibited from executing securities transactions through any broker-dealer other than Madison Avenue Securities, LLC.

You may utilize the broker-dealer of your choice and have no obligation to purchase or sell securities through such broker as, we recommend. However, if you do not use Madison Avenue Securities, LLC we may not be able to accept your account. Please see the "Fees and Compensation" section in this brochure for more information on the compensation received by registered representatives who are affiliated with our firm.

### **Research and Other Benefits**

Our firm may receive certain added benefits for using Madison Avenue Securities, LLC and Pershing such as general research, discounts on periodicals or materials, complimentary business and compliance newsletters, and various other non-cash services. Any general research received is used for the benefit of all our clients. We may also receive, without cost to us, computer software and related systems support, which allow us to better monitor our client accounts. We may receive the software and related support without cost because our clients maintain assets at the preferred service providers. The software and related systems support may benefit our firm, but not our clients directly. The benefits we receive through this working relationship are not part of a soft-dollar arrangement.

In fulfilling our duties to our clients, we endeavor at all times to put the interests of our clients first. You should be aware, however, that our receipt of economic benefits from a broker-dealer creates a

conflict of interest since these benefits may influence our choice of one broker-dealer over another broker-dealer that does not furnish similar software, systems support, or services.

### **Brokerage for Client Referrals**

We do not receive client referrals from broker-dealers in exchange for cash or other compensation, such as brokerage services or research.

### **Block Trades**

Our firm does not execute securities transactions on behalf of our clients; therefore, we do not aggregate trades.

## ***Review of Accounts***

Form ADV Part 2A, Item 13

Our financial planning services are generally not ongoing in nature and terminate upon the conclusion of services unless a longer term of services is agreed to at engagement. We will review your financial plan only at your request and/or as stated in our financial planning agreement.

We may provide Consultation or Financial Planning clients with various reports, post meeting communications, or written plans as may be agreed to at engagement. During the term of our engagement for advisory services, you may call us to discuss your financial and/or investment questions. Additionally, we recommend that you initiate an annual meeting, or if your circumstances change, to update your plan based on your current situation. Changed circumstances may include, but are not limited to: marriage, divorce, birth, death, inheritance, lawsuit, retirement, job loss, and/or disability, among others. Such reviews and updates will be subject to our then current hourly rate.

## ***Client Referrals and Other Compensation***

Form ADV Part 2A, Item 14

Please refer to the “Brokerage Practices” section above for disclosures on research and other benefits we may receive resulting from our relationship with Madison Avenue Securities, LLC.

As disclosed under the “Fees and Compensation” section in this brochure, persons providing investment advice on behalf of our firm are licensed insurance agents and registered representatives Madison Avenue Securities, LLC. For information on the conflicts of interest this presents, and how we address these conflicts, please refer to the “Fees and Compensation” section.

Our firm does not compensate any individual or entity for referring clients to our firm.

## ***Custody***

Form ADV Part 2A, Item 15

We do not directly debit advisory fees from your account and we do not exercise custody over your funds or securities. If you choose to implement our investment recommendations, your funds and securities will be held with the broker-dealer or other independent custodian you chose. If you have a question regarding your account statement or if you did not receive a statement from your custodian, please contact your custodian directly.

## ***Investment Discretion***

Form ADV Part 2A, Item 16

Our firm does not accept the authority, discretionary or non-discretionary, to effect securities transactions on your behalf. In addition, you have an unrestricted right to decline to implement any advice provided to you by our firm.

## ***Voting Client Securities***

Form ADV Part 2A, Item 17

### **Proxy Voting**

We will not vote proxies on behalf of your advisory accounts. At your request, we may offer you advice regarding corporate actions and the exercise of your proxy voting rights. If you own shares of applicable securities, you are responsible for exercising your right to vote as a shareholder.

In most cases, you will receive proxy materials directly from the account custodian.

## ***Financial Information***

Our firm does not have any financial conditions or impairments that would prevent us from meeting our contractual commitments to you. We do not take physical custody of client funds or securities, or serve as trustee or signatory for client accounts, and, we do not require the prepayment of more than \$500 in fees six or more months in advance. Therefore, we are not required to include a financial statement with this brochure.

## ***Requirements for State-Registered Advisers***

Form ADV Part 2A, Item 19

Neither our firm, nor any of our Associated Persons are compensated for advisory services with performance-based fees. Please refer to the "Performance-Based Fees and Side-By-Side Management" section above for additional information on this topic.

Neither our firm, nor any of our Associated Persons have any reportable arbitration claims, civil, self-regulatory organization proceeding or administrative proceeding.

Neither our firm, nor any of our Associated Persons have a material relationship or arrangement with any issuer of securities.

### **Class Action Lawsuits**

We do not determine if securities held by you are the subject of a class action lawsuit or whether you are eligible to participate in class action settlements or litigation nor do we initiate or participate in litigation to recover damages on your behalf for injuries as a result of actions, misconduct, or negligence by issuers of securities held by you.

**Francis “Frank” Cherniawski, CFP**

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**06/30/2015**

**FORM ADV PART 2B  
BROCHURE SUPPLEMENT**

**This brochure supplement provides information about Frank Cherniawski that supplements the Wealth Management Institute brochure. You should have received a copy of that brochure. Please contact Mr. Cherniawski, President and Chief Compliance Officer, if you did not receive the Wealth Management Institute brochure or if you have any questions about the contents of this supplement.**

**Additional information about Frank Cherniawski, CRD# 1424910, is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## Educational Background and Business Experience

Form ADV Part 2B, Item 2

Year of Birth: 1961

### *Formal Education after High School:*

- Northwestern Community College , Attended 1980-1981
- Lansing Community College, Attended 1982-1991
- The College for Financial Planning, Certified Financial Planner Designation, 1991

### *Business Background for the Previous Five Years:*

- Wealth Management Institute, Inc., President/Chief Compliance Officer/Investment Adviser Representative, 1995 to Present

### *Representative, 1995 to Present*

- Madison Avenue Securities LLC, Registered Representative/Investment Advisor, 1/1/2012 to Present
- Sigma Planning Corporation, Investment Adviser Representative, 11/2009 to 12/31/2011
- Sigma Financial Corporation, Registered Representative, Broker/Dealer, 07/2008 to 12/31/2011
- Seniors Only Financial, Owner, 2001 to 2005
- Applegate E Tax, LLC, Member, 1999 to 2004
- Global Financial Opportunities Corp., Owner, 2000 to Present
- MTL Equity Products, Registered Representative, 1990 to 2008
- Pohl & Associates, Inc., Vice-President, 12/1989 to Present

### *Certifications:*

**The CERTIFIED FINANCIAL PLANNER™**, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals. Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:
- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and

- Ethics – Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### ***Disciplinary Information***

Form ADV Part 2B, Item 3

Mr. Cherniawski does not have any reportable disciplinary information.

### ***Other Business Activities***

Form ADV Part 2B, Item 4

Mr. Cherniawski is a registered representative with Madison Avenue Securities, LLC, an unaffiliated broker-dealer. In this capacity, Mr. Cherniawski may recommend securities or insurance products offered by Madison Avenue Securities, LLC as part of your investment portfolio. If clients purchase these products through Mr. Cherniawski, he will receive the customary commissions in his separate capacity as registered representatives of Madison Avenue Securities, LLC. Additionally, Mr. Cherniawski could be eligible to receive incentive awards such as Madison Avenue Securities, LLC may offer. He may also receive 12b-1 fees from mutual funds that pay such fees. The receipt of additional compensation may give Mr. Cherniawski an incentive to recommend investment products based on the compensation received, rather than on your investment needs. Please refer to the "Fees and Compensation" section and the "Client Referrals and Other Compensation" section of our firm's brochure for additional disclosures on this topic.

Mr. Cherniawski has an ownership interest in Pohl & Associates, Inc. a licensed insurance agency Mr. Cherniawski is also separately licensed as an independent insurance agent. In this capacity, he may affect transactions in insurance products for his clients and may earn commissions for these activities. The fees you pay our firm for advisory services are separate and distinct from the commissions earned by Pohl & Associates, Inc. and/or Mr. Cherniawski for insurance related activities. This may present a conflict of interest because Mr. Cherniawski may have an incentive to recommend insurance products to you for the purpose of generating commissions rather than solely based on your needs. However, you are under no obligation, contractually or otherwise, to purchase insurance products through any person affiliated with our firm. Please refer to the "Fees and Compensation" and "Other Financial Industry Activities and Affiliations" sections of our firm's brochure for additional disclosures on this topic.

Mr. Cherniawski spends the majority of his professional time providing investment advisory services through our firm.

### ***Additional Compensation***

Form ADV Part 2B, Item 5

Please refer to the "Other Business Activities" section above for disclosures on Mr. Cherniawski's receipt of additional compensation as a result of his other business activities.

## ***Supervision***

Form ADV Part 2B, Item 6

As President and Chief Compliance Officer of our firm, Mr. Cherniawski is not supervised by other persons.

However, we believe our firm has in place written supervisory procedures that are reasonably designed to detect and prevent violations of the securities laws, rules and regulations.

## ***Requirements for State-Registered Advisers***

Form ADV Part 2B, Item 7

Mr. Cherniawski does not have any reportable arbitration claims, has not been found liable in a reportable civil, self-regulatory organization proceeding or administrative proceeding, and has not been the subject of a bankruptcy petition.