

Wilsey Asset Management INC
Form ADV Part 3 – Customer
Relationship Summary (CRS)
January 2025

Wilsey Asset Management INC is an investment advisor registered with the United States Securities and Exchange Commission (“SEC”). Brokerage and investment advisory services fees differ, and it is important for you to understand the differences. Free and simple tools are available to research firms and financial professionals at Investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisors, and investing.

Item 2 - Relationships and Services

“What investment services and advice can you provide me?”

Our firm offers investment advisory services, which are described in our Form ADV Part 2A (“Disclosure Brochure”). Our services include investment management, financial planning, and consulting services. As part of our standard services, we monitor investments we manage on a continuous, ongoing basis. Financial planning clients who choose ongoing service will meet with our financial planner every twice annually to review their plan. Consulting recommendations are not actively monitored. There are no material limitations to our monitoring. We manage investment accounts on a *discretionary basis* which allows us to buy and sell investments in your account without requesting prior approval. We do not offer advice only with respect to proprietary products. Our investment advice will cover a limited selection of investments; we build our client’s portfolios using primarily equities, ETFs, and bonds. In comparison, other firms could provide a wider range of choices, some of which might have lower costs. Where appropriate, we provide advice about legacy position or other investment held in your portfolio; however, you should not assume these assets are being continuously monitored or otherwise advised on by us unless specifically agreed upon. Our services are subject to a minimum account size of \$100,000.

Additional information about our services can be found in Items 4, 5 and 7 of our Disclosure Brochure and available to all clients or by going to: <https://advisorinfo.sec.gov/firm/summary/130482>. Additional information is available on our website: <https://www.wilseyassetmanagement.com/>

Conversation Starters: *Ask us...*

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

Item 3 - Fees, Costs, and Standards of Conduct

“What fees will I pay?”

Financial planning fees range from \$1,500 to \$10,000. Consulting fees are charged hourly and range from \$200.00 to \$400.00 per hour. The fees for these types of services are negotiated between the client and the Firm. When you open a WAM advisory account, you will pay an on-going contribution-based fee at the end of each month or quarter (depending on the custodian) for our services. The amount paid is based on the combined value of the cash and investments contributed into your advisory account. The fee ranges from 0.5% to 1.5% depending on your account balance.

In addition to the advisory fees paid to us, you may also incur certain charges imposed by third parties, such as custodians. These charges may include securities brokerage commissions, transaction fees, custodial fees, charges imposed directly by a mutual fund or ETF in a client’s account as disclosed in the fund’s prospectus (e.g., fund management fees and other fund expenses), deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage

accounts and securities transactions. If using LPL Financial, rather than Charles Schwab, you will pay a transaction fee when we buy or sell an investment for you. You will also pay an annual \$40.00 retirement fee to LPL Financial. d costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.

Additional information about our fees can be found in Item 5 of our Disclosure Brochure and available to all clients or by going here: <https://advisorinfo.sec.gov/firm/summary/130482>.

Conversation Starters: Ask us...

x 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 advisor? How else does your firm make money, and what conflicts of interest do you have?"

When we act as your investment advisor, we are obligated to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice, we provide you. The following is an example to help you understand what this means:

x Our firm and/or its investment advisory representatives may from time-to-time purchase or sell products or investments that they may recommend to clients. In such circumstances, our firm or its investment advisor representatives may have a financial interest in recommending investments that our firm or its representatives also own.

Additional information about our conflicts of interest can be found throughout our Disclosure Brochure and available to all clients or by going here: <https://advisorinfo.sec.gov/firm/summary/130482>.

Conversation Starter: Ask us... "How might your conflicts of interest affect me, and how will you address them?"

"How do your financial professionals make money?"

Our financial professionals are compensated based on the account value, while our financial planners are paid on salary. Thus, a conflict of interest is created as some of our financial professionals may be encouraged to take additional risks to achieve gains in your account that would lead to higher fees for us. You should discuss your financial professional's compensation directly with your financial professional.

Additional information about our financial professionals can be found on their respective Form ADV Part 2 Brochure Supplements that you will be provided, or you may request at any time.

Item 4 – Disciplinary History

"Do you or your financial professionals have legal or disciplinary history? For what type of conduct?"

No, neither we nor our financial professionals have a legal or disciplinary history. You can visit Investor.gov/CRS for a free and simple search tool to research of firm and our financial professionals.

Conversation Starter: Ask us... “As a financial professional, do you have any disciplinary history? For what type of conduct?”

Item 5 - Additional Information

For additional information on our investment advisory services or request a copy of this relationship summary, please go to IAPD at <https://advisorinfo.sec.gov/firm/summary/130482>. To obtain up-to-date information and request a copy of the most recent Customer Relationship Summary, please contact our Chief Compliance Officer at (858) 224-0004.

Conversation Starters: Let’s discuss...

x Who is my primary contact person? Is he or she a representative of an investment advisor or a broker-dealer?

x Who can I talk to if I have concerns about how this person is treating me?

Exhibit 1 – Material Changes

Our telephone number is now 858-224-0004.

This copy of the Customer Relationship Summary was updated on January 2025. The Firm revised the phrasing of many sections per the SEC’s instructions. No material changes were made apart from these formatting changes.