



Client Relationship Summary –March 28, 2024
Icon Wealth Advisors, LLC (CRD# 319609)

Our firm, Icon Wealth Advisors, LLC, is registered as an investment adviser with the U.S. Securities and Exchange Commission. Brokerage and investment advisory services and fees differ and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

Relationships and Services

What investment services and advice can you provide me?
Services: We offer investment advisory services to retail investors. These services include investment management. We work closely with you to identify your investment goals and objectives, as well as risk tolerance and financial situation in order to develop an investment approach. In addition, we offer clients the option of obtaining certain financial solutions from unaffiliated third-party financial institutions with the assistance of our affiliate, UPTIQ Treasury & Credit Solutions, LLC (“UPTIQ”), a wholly owned subsidiary of our parent company, Focus Financial Partners, LLC.
Accounts, Investments, and Monitoring: We provide services to individual, joint, retirement, trust and estate accounts. We primarily use mutual funds, exchange-traded funds, stocks, bonds, independent managers and private investments in constructing portfolios. We do not make available or offer advice with respect to only proprietary products or a limited menu of products or types of investments. As part of our services, we monitor portfolios and securities in accounts on a regular and continuous basis. We also meet with you at least annually, or more frequently, depending on your needs.
Investment Authority: We typically provide our services on a discretionary basis. We execute investment recommendations in accordance with your investment objectives without your prior approval of each specific transaction. Our engagement will continue until you notify us otherwise in writing. We may also provide services on a non-discretionary basis to clients where the client would retain the ultimate decision-making authority for transactions within the portfolio.
Account Minimums & Other Requirements: We do not require an account or relationship size minimum in order for you to open/maintain an account or establish a relationship.
Additional Information: For more detailed information on our relationships and services, please see Item 4 – Advisory Services, Item 13 – Review of Accounts and Item 7 – Types of Clients of our Form ADV Part 2A available via our firm’s Investment Adviser Public Disclosure Page .
Conversation Starters: <i>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?</i>

Fees, Costs, Conflicts, and Standard of Conduct

What fees will I pay?
Asset-Based Fees: Our asset-based fees for investment management range up to 1.75% annually. This fee is payable quarterly in advance and calculated as a percentage of the value of the cash and market value of investments in your account[s] at the end of the prior calendar quarter. This presents a conflict of interest as we are financially incentivized to encourage you to place more assets in your advisory account as you will pay more in advisory fees.
Other Fees & Costs: In addition to our advisory fee, you will also be responsible for third party manager and/or platform fees, custody fees, account administrative fees, fees and expenses related to mutual funds and exchange-traded funds and applicable securities transaction fees. You are also responsible for fees charges by independent managers that we might utilize.
Additional Information: 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 detailed information on our fees, please see Item 5 – Fees and Compensation of our Form ADV Part 2A available via our firm’s Investment Adviser Public Disclosure Page .
Conversation Starters: <i>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?</i>

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?
<i>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.</i>

The financial professionals servicing your accounts are compensated in the form of salary and bonus. The factors primarily driving the salary and bonus for each financial professional include the amount of client assets serviced by the financial professional and the revenue the firm and/or our affiliates generate from the professional's services or recommendations. This presents a conflict and incentive for the financial professional to encourage you to increase the assets in your account or recommend certain products or services offered by our affiliates.

We can buy investments from you, and sell investments to you, from our own accounts, but only with your specific approval on each transaction. We can earn a profit on these trades, so we have a financial incentive to encourage you to trade with us directly.

Our financial professionals are registered representatives of Purshe Kaplan Sterling Investments, Inc. ("PKS"), a registered broker-dealer. In addition to our services, your financial professional will offer you brokerage services through their separate capacity as a registered representative and will earn commission-based compensation for transactions implemented through PKS. The commissions earned are separate from our advisory fees, which creates a financial incentive to recommend that you implement securities transactions through PKS. You are encouraged to learn more about PKS by reviewing their client relationship summary.

In addition, our financial professionals, who are registered representatives of PKS, also receive commissions for structured notes purchased in brokerage accounts. The receipt of brokerage compensation by our supervised persons presents a conflict of interest because it gives those supervised persons an incentive to recommend securities transactions for the purpose of being compensated for product sales rather than solely based on a client's needs. In addition, at the time of sale, our supervised persons would typically receive more in brokerage commissions for the sale of structured notes than they would expect to receive in advisory fees, giving them an incentive to sell structured notes in a brokerage capacity to maximize their compensation. We address these conflicts of interest through this disclosure, and by striving to act in your best interests. Structured notes held for a sufficient period of time will cost you less if held in a brokerage account than in an advisory account. We review the brokerage commissions you pay for structured notes as compared to the fees that would have been paid if the notes had been held in advisory accounts. Our advisory personnel do not charge both advisory fees and brokerage compensation and advisory compensation on the same client assets (e.g., they do not "double dip").

Additional Information: For more detailed information, please see Item 10 – Financial Industry Activities and Affiliations, Item 12 – Brokerage Practices and Item 14 – Client Referrals and Other Compensation of our Form ADV Part 2A available via our firm's [Investment Adviser Public Disclosure Page](#).

Conversation Starters: *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 an agreed-upon annual salary. Additionally, they receive compensation based on the revenue generated from the accounts they service directly. This means financial professionals have an incentive to increase the asset size in the relationship or solicit new business, taking time away from the day-to-day servicing of existing clients. Some of our financial advisors are eligible for additional compensation from our indirect parent company, Focus Financial Partners, LLC (or one of its affiliates), depending on our annual revenues and /or earnings. This potential for increased compensation provides an incentive for these financial advisors to encourage you to maintain and even increase the size of your investment account with us. See your financial advisor's Brochure Supplement for more information about your individual financial advisor's compensation.

We and our affiliates refer clients to third-party service providers and are eligible to receive additional compensation for those referrals.

Disciplinary History

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

.No for our Firm. Yes for our financial professionals. You can visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research our firm and our financial professionals.

Conversation Starters: *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 viewing our Form ADV Part 2A available via our firm's [Investment Adviser Public Disclosure Page](#). or by visiting <https://iconwp.com/>. You can request up to date information and a copy of our client relationship summary by contacting us at (713) 904-5020 or by email at info@iconwp.com.

Conversation Starters: *Who is my primary contact person? Is he or she a representative of an investment advisor? Who can I talk to if I have concerns about how this person is treating me?*