NOVEMBER 18, 2025

Customer Relationship Summary

Advocacy Wealth Management LLC, which also does business as Montag & Caldwell, an Advocacy Wealth Company[1], is registered with the Securities and Exchange Commission as an investment adviser. Brokerage and investment advisory services and 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 advisers, and investing.

What investment services and advice can you provide me?

We are an investment adviser providing advisory accounts and services. Our investment professionals help determine your investment goals, risk tolerance, and financial needs to create a portfolio tailored to your situation. Our experience includes wealth management for total portfolios and strategic allocations to specific investment strategies. Portfolios may include equities, fixed income securities, ETFs, mutual funds, options, and/or alternative investments. For wealth management clients, we create at least a limited financial plan alongside the initial portfolio allocation. Investment management is part of broader financial management, focused on supporting your well-being through life's cycles and challenges. We continuously monitor your financial plan and formally review it annually. For allocations to Montag & Caldwell investment strategies, we offer tailored investment advice based on our proprietary investment processes and your objectives. We review holdings weekly to ensure they align with the respective strategy. Montag & Caldwell investment strategies are also available through contracted wrap program sponsors. You can hire us by signing a written agreement for either discretionary or non-discretionary services. With discretionary services, we manage your investments without prior approval for each transaction. Non-discretionary accounts are for those who prefer to manage their own investments or require approval for all transactions (e.g., conservators). Either party can terminate the agreement with written notice as outlined in the terms. We charge fees for discretionary accounts and non-discretionary accounts with advice but not for non-discretionary accounts without advice. While we don't enforce minimum account sizes or fees for wealth management services, allocations to Montag & Caldwell investment strategies usually adhere to minimum account sizes and fees which vary by strategy and whether part of a wrap fee program.

ADDITIONAL INFORMATION ABOUT OUR SERVICES MAY BE FOUND IN OUR FORM ADV PART 2A (Items 4, 7, 13 & 16) AVAILABLE AT https://adviserinfo.sec.gov/firm/summary/141943.

ASK YOUR FINANCIAL ADVISOR:

- *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?

You will pay a fee that is agreed upon by you and by us at the beginning of our relationship. We charge an on-going asset-based fee for managing your investments and financial affairs calculated on the value of cash and investments in the advisory account. Typically, Advocacy Wealth Management account fees are charged in one of two ways depending upon the custodian: (1) at the end of each month based on the month end value; or (2) at the end of each month based on average daily balance of the prior month. Fees can be directly debited from your account with your authorization. Your third-party custodian statement will show all advisory fees charged. Fees for allocations to Montag & Caldwell investment strategies, however, are typically billed quarterly, either in advance (for the upcoming quarter) or in arrears (for the past quarter), as you direct. If you terminate the account, fees paid in advance are prorated to the termination date, with any unearned portion refunded. For fees that are based upon a percentage of assets, the larger your account size becomes, the larger the net fee we receive. You pay our fees even if you do not buy or sell. Other charges such as margin interest, transfer costs, transaction costs and custodial fees are not included in the advisory fees that we charge your account. Some broker/dealer custodians charge additional fees for transactions we execute with other brokers. Some investments impose additional fees that will reduce the value of your investments over time, such as mutual funds and ETFs.

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.

ADDITIONAL INFORMATION ABOUT OUR FEES MAY BE FOUND IN YOUR ADVISORY AGREEMENT AND IN OUR FORM ADV PART 2A (Item 5) AVAILABLE AT https://adviserinfo.sec.gov/firm/summary/141943.

[1] The Montag & Caldwell brand name and substantially all of the client assets previously under investment management at Montag & Caldwell, LLC became a division of Advocacy Wealth Management, LLC effective August 1, 2024 pursuant to the terms of an asset purchase agreement. Advocacy Wealth Management, LLC provides services to Montag & Caldwell clients under the name "Montag & Caldwell, an Advocacy Wealth Company." Montag & Caldwell, LLC provided notice to affected clients of the assignment of their advisory agreements to Advocacy Wealth Management, LLC to the extent required by law. Additional information may be found in our Form ADV, Part 2A brochures.

ASK YOUR FINANCIAL ADVISOR:

- *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 interest 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:

Our affiliated consultants or settlement planners may have incentive to refer you to Advocacy Wealth for investment advice, as their compensation may increase due to the referral. ◦ During our planning, if we identify an insurable need, we'll connect you with an affiliated agent to explore product options. If you purchase the product, our affiliated company earns a commission. This means you'll pay both the investment management fee and the product commission. ◦ We have an agreement with Orion Advisor Technology, LLC, to act as sub-advisor on direct indexing in some of our managed accounts. Through their loyalty program, we receive service discounts if revenue targets are met. This creates a potential conflict of interest as we may favor Orion services to reduce program costs. ◦ Our employees are permitted to trade and hold securities for their personal accounts which could pose a conflict of interest were they to trade ahead of you or "front run". However, to prevent this, our Code of Ethics specifies requirements such as maintaining a restricted stock list and requiring that employee trades must be precleared.

ADDITIONAL INFORMATION ABOUT OUR CONFLICTS OF INTEREST MAY BE FOUND IN OUR FORM ADV PART 2A (ITEMS 5, 10 & 11) AT https://adviserinfo.sec.gov/firm/summary/141943.

ASK YOUR FINANCIAL ADVISOR:

- *How might your conflicts of interest affect me, and how will you address them?*

How do your financial professionals make money?

Compensation for our financial professionals is not tied to individual account performance or portfolio value. Employees of Advocacy Wealth, including associated persons, receive a salary and bonus based on the firm's overall profitability and their individual contributions, which removes the potential incentive for favoritism of one client account over another. There are incentive programs for referrals: certain Montag & Caldwell investment professionals may qualify for cash bonuses for generating new business within the brand, while referrals to Advocacy Wealth from affiliated non-associated persons forms part of their variable incentive compensation.

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

Yes.* Please visit Investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

ASK YOUR FINANCIAL ADVISOR:

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

Additional Information.

If you are unsure about your primary contact person or if you have any concerns or want additional information, including a copy of this relationship summary or our brochure, please call Rebecca M. Keister, Chief Compliance Officer, 404-836-7141.

ASK YOUR FINANCIAL ADVISOR:

- *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?*

*** Summary of Material Changes:** Since the last amendment on March 25, 2025, the response to Item 4: Disciplinary History was updated from "No" to "Yes" as certain of our financial professionals have a disciplinary history.