

Client Relationship Summary

Xcel Wealth Management, LLC is an investment advisor registered with the United States Securities and Exchange Commission.

There are different ways you can get help with your investments. You should carefully consider which types of accounts and services are right for you. Free and simple tools are available for you to research firms and financial professionals at Investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisors and investing.

Investment advisory and brokerage services and fees differ, and it is important for you to understand the differences. This document gives you a summary of how we will interact with you as an investment advisor, as opposed to a brokerage relationship, and how you will pay for our service.

What investment services and advice can you provide me?

We offer portfolio management and advice on a fee-for-service basis that is built on a fiduciary relationship of trust and confidence for the entire length and scope of our engagement.

Portfolio management is offered on a discretionary basis. However, you may choose how much you want to be involved in overseeing your investments and limit our discretionary authority.

We do not focus our advice and management to a limited menu of investment products (i.e.; proprietary investments or types of securities products) for your managed account. We do not have any minimum initial investment requirement to establish a portfolio management account; however, we retain the option to accept your request for us to manage your portfolio regardless of your account size.

Your portfolio assets will be monitored and reviewed on an ongoing basis to ensure your objectives are being met. Meetings to discuss your management portfolio can occur anytime.

You can find more detailed information about the services we offer in our Disclosure Brochure under Item 4, "Advisory Business."

Questions You Should Ask

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 an ongoing asset-based fee.

The fee is based on a percentage of the value of the assets in your portfolio account. The management fee is calculated by taking the aggregate fair market value of your portfolio assets multiplied by one-fourth the corresponding annual fee rate for that portion of your portfolio assets that fall within each tier of our fee schedule. The fee will be billed on a calendar quarter in arrears. In addition, separate from our management fee, you can incur other costs associated with your managed account that include, but are not limited to, custodial fees, mutual fund fees, and transactional fees.

You should consider...

The annual fee rate you pay will reduce when your portfolio value, either through additional deposits or asset growth, moves into a different tier bracket of our fee schedule; however, regardless of the fee breaks we offer, the more assets there are in your managed portfolio account, the more you will pay in fees, and we may therefore have an incentive to encourage you to increase the amount of assets in your account.

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.

You can find more detailed information about the fees we charge in our Disclosure Brochure under Item 5, "Fees & Compensation."

Questions You Should Ask

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 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 interest. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here is an example to help you understand what this means.

- Because we receive asset-based fees, we have an incentive to – maximize the amount of money you invest with us.
- Because we offer advice on insurance products – we have the potential to earn commissions (i.e., life insurance sales) and benefit from the recommendation that you purchase the insurance.

You can find more detailed information about our potential conflicts of interest in our Disclosure Brochure under Item 10, "Other Financial Industry Activities & Affiliations."

Questions You Should Ask

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 from the revenues we earn from the asset-based fees you pay for our advisory services.

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

No.

Visit Investor.gov/CRS for a free, simple search tool to research us and financial professionals.

Questions You Should Ask

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 at www.xcelwealth.com. You can also contact us at the address and phone number listed below to request up-to-date information on our firm and request a copy of the Client Relationship Summary.

Xcel Wealth Management, LLC
101 2nd Street, Suite 402
Holly Hill, Florida 32117
386.872.3440



Questions You Should Ask

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