

FBL Marketing Services - Form CRS Customer Relationship Summary

FBL Wealth Management, LLC – Form ADV Part 3

2/29/2024

5400 University Ave, West Des Moines, IA 50266

I. Introduction

FBL Marketing Services, LLC (FBLMS) is registered with the Securities and Exchange Commission (SEC) as a broker-dealer and is a member of the Financial Industry Regulatory Authority (FINRA) and the Securities Investor Protection Corporation (SIPC).

FBL Wealth Management, LLC (FBLWM) is registered with the SEC as an investment adviser.

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://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

II. Relationships and Services

What investment services and advice can you provide me?

We offer both investment advisory services and broker-dealer services to retail investors depending on the registrations and licensing of the financial professional that services your account.

Investment Advisory Services Offered by FBLWM

Wrap Programs

- As an investment adviser, we offer advisory services through various wrap programs (Wrap Programs), either sponsored by RBC Capital Markets, LLC (RBC) or by FBL Wealth Management, LLC (FBLWM).
- We will work with you to analyze your investment objectives and needs, financial situation, time horizons and risk tolerance based on the information you provide. Based on this analysis and the services selected by you, we will recommend a Wrap Program.
- You can choose an account that allows an overlay manager or sub-advisor to buy and sell investments in your account without asking you in advance (a “discretionary account”) to keep in line with the model or investment strategy you selected, or an account where we can give you recommendations and you are responsible for making the ultimate decision as to what investments to buy and sell (a “non-discretionary account”).
- We will offer you investment advice on a regular basis.
- Our investment advice will cover a limited selection of investments. Other firms provide advice on a wider range of choices, some of which might have lower costs.
- In order to participate in a Wrap Program, your account must be held with RBC as clearing broker-dealer, and FBLMS as introducing broker-dealer.
- For additional detailed information regarding the services, accounts, investment types, account minimums and material limitations applicable to the

Brokerage Services Offered by FBLMS

Brokerage Accounts

- As a broker-dealer we offer commission brokerage services to retail investors, including buying, selling and recommendations on a variety of securities products. You make the ultimate decision regarding the purchase or sale of investments.
- Securities available are limited by the qualifications of your financial professional and the states where the financial professional conducts business. Not all products are available to all investors or offered by all financial professionals.
- We offer a limited selection of investments to brokerage customers; mutual funds, variable insurance products, fixed income securities, ETFs, UITs and listed equities. Your financial professional may be limited in the types of products he or she can offer based upon internal policies, licensing and registration requirements. Other firms offer a wider range of choices, some of which might have lower costs.
- We will always be ready to assist you with your accounts, however, neither the firm nor our financial professionals monitor your accounts on a scheduled basis. In this relationship, you are in control of the investment choices and decisions, we are here to provide you with guidance on investment choices that fit with your stated investment goals and objectives.
- For additional information, please see client disclosures available at account opening such as the **Account Agreement, Mutual Fund Client Disclosures, and RBC Client Fee Listing**.

Wrap Programs, please refer to **RBC's Form ADV Part 2A Appendix 1, Wrap Fee Program Brochure for RBC Advisor, RBC Unified Portfolio (UP) or RBC Consulting Solutions programs, and FBLWM's Form ADV Part 2A Appendix 1, Wrap Fee Program Brochure for City National Rochdale.**

Financial Planning

- Financial Planning may be provided with your advisory account or as a separate service, both using Money Guide Pro. Planning services offered range from simple plans for specific goals, like retirement or college planning, to comprehensive retirement and estate plans.

Direct Investments

- In limited circumstances we may process investment business directly with an investment company or variable product sponsor. This business is through application direct with the sponsoring company. All fees and expenses are described within their respective prospectus or offering document. Regardless of whether your investment is direct at the sponsor company or held at our clearing firm, compensation to the firm and your financial professional remains the same.

Conversation Starters: Ask your financial professional...

- Given my financial situation, should I choose an investment advisory service? Should I choose a brokerage 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?

III. Fee, Costs, Conflicts and Standard of Conduct

What fees will I pay?

Wrap Programs

- Accounts enrolled in a Wrap Program sponsored by RBC will pay an annual asset-based program fee for services provided to you under the Advisory Master Services Agreement, payable quarterly in advance. For detailed information regarding the fees and expenses applicable to your Wrap Program, please review **RBC's Advisory Master Services Agreement and Item 5 of our Form ADV Part 2A available at <https://adviserinfo.sec.gov/firm/summary/31194>.**
- Accounts enrolled in a Wrap Program sponsored by FBLMW will pay an annual asset-based program fee for services provided to you under the FBLWM Advisory Services Agreement, payable quarterly in advance. For detailed information regarding the fees and expenses applicable to your Wrap Program, please review **FBLMW's Advisory Services Agreement and Item 5 of our Form ADV Part 2A available at <https://adviserinfo.sec.gov/firm/summary/291396>.**
- Regardless of the program you choose, the program fee is a single, bundled fee of the advisory services and brokerage execution services provided to your account, and therefore is higher than typical asset-based advisory fees. Program fees are exclusive of the fees and expenses charged by mutual funds or exchange-traded funds. Applicable fees vary widely by Wrap Program and may be negotiated.
- *You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce the amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.*

Brokerage Accounts

- Brokerage Accounts are charged a commission for transactions which are based on the size, complexity, type of transaction and value of the security. Mutual funds sales load is based on the mutual fund family, share class type and amount invested. Details of mutual fund sales loads are described in detail in the fund prospectus. For other fees associated with RBC brokerage accounts, refer to the **RBC Client Fee Listing** received at account opening.
- The way we make money creates some conflicts with your interests. You should understand and ask about these conflicts because they can affect the recommendations we provide you. Here are some examples to help you understand what this means:
 - When we act as your broker dealer, we charge you a commission for conducting transactions on your behalf. These commissions are calculated at the time of trade, disclosed on the trade confirm and available for your review prior to execution. Fees and costs of mutual funds are detailed in the product prospectus. Because we are paid commissions on each transaction, that means we earn more money when you have more commissionable transactions. In addition, we will be paid more the larger the transaction. This could create the incentive to encourage you to make more or larger transactions in order to create commissions.
 - *You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce the amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.*

Financial Planning

- Financial planning fees for standalone financial planning services are negotiated and are separate from your advisory account when charged. Under a financial planning service agreement, a fixed fee will be charged to you for the financial planning services. The entire fixed fee will be considered earned by FBLWM and immediately due from you upon completion and delivery of the financial plan. For more information refer to the **Financial Planning Service Agreement**.

Conflicts of Interest, Other Fees & Costs & Standard of Conduct

What are your legal obligations to me when acting as my investment adviser or when providing recommendations as my broker-dealer? How else does your firm make money and what conflicts of interest do you have? How do your financial professionals make money?

Investment Advisory Services

- *When we act as your investment adviser, we must act in your best interest and not put our interest ahead of yours. We monitor your portfolio, investment strategy and investments on an ongoing basis.*
- The way we make money may create some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Below are some examples to help you understand what this means.
- We charge an asset-based fee. This means that the greater the level of assets you invest with us, the greater the fee you pay us. We address this conflict by having a progressive tiered fee schedule that reduces the percentage fee at certain thresholds as you invest larger sums of money. Your Financial Professional is paid a percentage of the fees paid by you. This percentage is based upon their overall fee production over the prior 12-month period.
- In connection with providing financial planning services, our financial professionals also offer other products, including life insurance and annuities. This poses a conflict of interest when providing financial planning services in that our advice to you may result in greater overall compensation to us and your financial professional depending on the product recommended. We address this by using third party planning software that is designed to help us arrive at planning recommendations that are tailored to you and in your best interest. We also require all financial plans to be submitted to a financial planning compliance team for review.
- Your Financial Professional is paid 70% of the financial planning fee paid by you. The fee paid by you is negotiated based upon the complexity of the financial plan, and whether you have investment accounts with us.
- We have arrangements with supervised persons or associated persons of our affiliated companies (a "referring party") to refer clients to us. If a referred client enters into an advisory agreement with us, a solicitor's fee is paid to the referring party from your Financial Professional's fees earned for managing your account.

Brokerage Services

- When we act as your broker-dealer, we must act in your best interest and not place our interests ahead of yours *when we recommend an investment or an investment strategy involving securities.*
- We must treat you fairly and comply with a number of obligations. We are not required to monitor your portfolio or investments on an ongoing basis.
- Additionally, stocks, mutual funds, UITs, fixed income securities and variable annuities all have different compensation structures. We mitigate these conflicts in several ways. We only make transactions you have agreed to, which gives you an opportunity to review the transaction and make sure that it meets your objectives. We also utilize third party software to review your objectives and risk tolerance compared to these recommendations and transactions to ensure that trades are in your best interest. Finally, we use software to review transactions which reviews for frequency of trades, reasonableness of commissions and a wide variety of suitability rules.
- We have selected the RBC Insured Deposit sweep program as the default cash sweep program for clients. RBC compensates us on these cash balances based upon a percentage of the Federal Funds rate, which can be modified by RBC based upon the interest rate environment but will never be more than 0.60%. This is not shared with your financial professional and they have no additional incentive to recommend a cash balance.
- If you have selected a credit access line, RBC will pay us a .25% from the interest charged to you. Your financial professional does not share in this fee and has no additional incentive to offer this service to you.

These arrangements will not result in any increased fees to you. **Please review Item 14 of our Form ADV Part 2A available at <https://adviserinfo.sec.gov/firm/summary/291396>**

- We have selected the RBC Insured Deposit sweep program as the default cash sweep program for clients. RBC compensates us on these cash balances based upon a percentage of the Federal Funds rate, which can be modified by RBC based upon the interest rate environment but will never be more than 0.60%. This is not shared with your financial professional and they have no additional incentive to recommend a cash balance.
- If you have selected a credit access line, RBC will pay us a .25% from the interest charged to you. Your financial professional does not share in this fee and has no additional incentive to offer this service to you.

Whether you have an advisory account or commission account, when working with your financial professional, you should know that their compensation structure creates a conflict with your interests. Our financial professionals are awarded production credits calculated as a percentage of investment amount to the financial professional for the products they sell, including mutual funds, advisory services, brokerage investments and insurance products. Production credit is used to calculate a financial professional's life insurance and annuity commission rate. Financial professionals that are also insurance agents earn production credit based upon first year premiums. The compensation grid for property casualty business is partially determined by production credit earned. From time to time, FBL Wealth Management offers incentive programs which financial professionals may qualify for. These incentives may include, but are not limited to, cash payments, or annual incentive trips based upon production credit. This creates a conflict with your interests because there may be incentive to produce more business in a certain line to improve compensation or qualify for an incentive. We address this by maintaining requirements around appropriateness of product selections and rigorous review through both third-party systems and in person review. In addition, no incentives are tied to specific products that may be recommended to you and production credit is given at the same rate for all financial products.

Conversation Starters

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

IV. Disciplinary History

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

Yes, FBL Marketing Services, LLC and certain of its financial professionals have disciplinary events to disclose. **FBL Wealth Management, LLC** does not have any disciplinary events to disclose; certain of its financial professionals have disciplinary records to disclose. For more information visit www.investor.gov/CRS for a free and simple search tool or refer to the financial professional's ADV Part 2B.

Conversation Starters

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

V. Additional Information

For more information about our services, go to www.FBFS.com and read our Best Interest Disclosure, or contact FBL Wealth Management at 1-877-860-2904.

Conversation Starters

- 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?