



Twele Capital Management, Inc.

Our Commitment To You

As a fiduciary, we are dedicated to help you build wealth utilizing well-proven financial practices that emphasize diversification, risk controls and low costs.

Why Is Working With a Fiduciary Important

Unlike a broker-dealer, a Fiduciary has a legal duty to act solely in the best interest of its clients.

There is a duty to minimize or eliminate any potential conflicts of interest and to advise clients if any potential conflicts exist.

No employee of Twele Capital Management has sales goals or receives any sales commissions.

Our Investment Philosophy

Key Tenets	Benefits
Investment Policy Statement is the roadmap	Built together, in the calm of day, to guide us during both good and bad market environments.
Building blocks of all portfolios are broad index ETFs and not individual company stocks	Reduces the risk of any one stock on a portfolio. We are betting on the success of the financial markets versus any single company.
Stress a long-term outlook	Better decision-making and outcomes.
Diversification matters	Spreads out risks and helps us better prepare your portfolio for market drawdowns.
Focus on efficient, low cost implementation	One certainty to investors is costs. Reducing costs minimizes the burden on portfolio returns.
Portfolio rebalancing is critical	Buying low and selling high ensures discipline and helps maintain desired risk/return profile.

How We Help You Succeed

Understand
Your Goals

Prepare
Written
Investment
Policy

Create an
Asset
Allocation
Strategy

Implement
Investment
Policy

Execute
Necessary
Portfolio
Rebalancing

Perform
Ongoing
Reviews &
Assessments

Portfolio Building Blocks - Exchange-Traded Funds (ETFs)

ETFs are similar to open end mutual funds in that ETFs provide diversification to a wide variety of asset classes, but ETFs have the additional benefits of intraday trading flexibility like stocks and more tax-efficiency than a mutual fund for taxable accounts. Twele Capital Management uses index ETFs from several of the largest ETF providers. Only ETFs determined to have ample liquidity, low trading costs and low fees are used within client portfolios.

Our Fee Structure

ASSETS MANAGED ACROSS ACCOUNTS	ANNUAL FEE AS A PERCENTAGE OF TOTAL ACCOUNT VALUE
Up to \$5,000,000	0.65%
\$5,000,000 and Over	0.50%
Minimum Account Size \$500,000	

Our Firm

SEC-registered investment advisor founded in 2004.

Providing discretionary investment management services for individuals and institutions.

100% Independent. 100% Employee-owned.

Total firm discretionary assets of \$484 Million (as of 12/31/2024).

Client assets safeguarded by an independent custodian, Charles Schwab & Co., Inc.

This information is provided for guidance and information purposes only. Opinions and estimates offered constitute our judgment and are subject to change without notice.

We believe the information provided here is reliable, but do not warrant its accuracy or completeness. This information is not intended as an offer or solicitation for the purchase or sale of any financial instrument. Past performance is not indicative of future results. The views and strategies described may not be suitable for all investors. Investments involve risk and are not guaranteed. Be sure to first consult with a qualified investment adviser and/or tax professional before implementing any strategy. This information is not intended to provide investment, tax or legal advice.

Twele Capital Management, Inc.'s main office is located at 5601 Smetana Drive, Suite 707, Minnetonka, MN 55343. Additional information about Twele Capital Management, Inc. also is available on the SEC's website at www.adviserinfo.sec.gov. You can search this site by a unique identifying number, known as a CRD number. Our firm's CRD number is 130239.