

Bernard Wealth Management Corp.

600 South Adams Road, Suite 100

Birmingham, MI 48009

(248) 556-2900

www.bernard-wealth.com

December 31, 2017

Item 1 - Cover Page

This Brochure provides information about the qualifications and business practices of Bernard Wealth Management Corp. (“BWM, us, we or our”). If you have any questions about the contents of this Brochure, please contact us at (248) 556-2900 or ken@bernard-wealth.com. The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission or by the State of Michigan or any other state securities authority.

BWM is a corporation registered as an investment adviser in the State of Michigan.

Registration as an investment adviser does not imply any level of skill or training. The oral and written communications of an adviser provide you with information with which you determine to hire or retain an Adviser.

Additional information about Bernard Wealth Management Corp. also is available on the SEC’s website at www.adviserinfo.sec.gov.

Item 2 – Material Changes

If we have any material changes in the future to this Brochure, we will list those changes here for each Client's review ("you or your").

As a fiduciary, we are obligated to place your interests before ours; a central obligation in our fiduciary obligation is to make all required disclosures, including potential conflicts between our interests and yours. We do this through this ADV Part 2 A and B Brochure Supplement.

We believe that communication and transparency are the foundation of our relationship, not because regulations require us to do so, but because it is good business. We encourage you to read this Disclosure Brochure and discuss any questions you may have with us. And of course, we always welcome your feedback.

Currently, our Brochure may be requested by contacting Kenneth M. Bernard, President, at (248) 556-2900 or ken@bernard-wealth.com.

December 31, 2017: There have been no "material changes" incorporated into this Brochure since our last delivery of posting of this document on the SEC's public disclosure website (IAPD) www.adviserinfo.sec.gov.

December 31, 2016: There have been no "material changes" incorporated into this Brochure since our last delivery of posting of this document on the SEC's public disclosure website (IAPD) www.adviserinfo.sec.gov.

December 31, 2015: Item 14 – Client Referrals and Other Compensation was updated to disclose the potential conflict inherent if Kenneth Bernard receives commissions for life insurance recommended to clients. Item 19 – Requirements for State-Registered Advisers was updated to disclose Kenneth Bernard's potential outside activity as an insurance agent. Part 2B, Item 4 – Other Business Activities was updated to disclose Kenneth Bernard's potential outside activity as an insurance agent.

December 31, 2012: Item 4 – Advisory Business was updated to include Financial and Retirement Planning Services, which are offered to our clients as part of the investment advisory relationship.

December 13, 2011: Brochure updated with new address, phone and email address, following registration of BWM with the State of Michigan.

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Item 4 – Advisory Business

Firm Information

Bernard Wealth Management Corp. is a corporation registered as an investment adviser with the State of Michigan. BWM is solely owned by its principal, Kenneth M. Bernard. BWM was founded in October 2011, with one office in Birmingham, Michigan.

Advisory Services

Portfolio Management

Our portfolio management services are provided on a client specific basis, based upon your unique facts and circumstances. We translate your needs and objectives into an Investment Policy Statement (IPS). This IPS captures your:

- Financial goals
- Risk tolerance, and
- Unique circumstances.

This IPS then drives the asset allocation of your investment(s) and portfolio(s). We adjust your IPS as you notify us of changes in your personal circumstances or as documented in annual updates to your financial plan, as the case may be.

Although we manage your accounts based on your individual needs, we employ model portfolios of securities which may include all equity, all fixed income or a combination of the two. These models, taken together with the asset allocation established in your IPS, determine the composition of your portfolio.

Equity investments may include:

- Individual stocks
- Mutual funds
- ETF or Exchange Traded Funds

Fixed income investments may include certificates of deposit (CDs), individual bonds, mutual funds, and ETFs.

Our services are divided into the following components:

- *Investment Selection and Implementation* – Upon completion of your IPS, we implement an investment plan for you by selecting the most appropriate model portfolio for you. We typically invest your assets in stocks, mutual funds, exchange-traded funds or fixed income instruments as appropriate. We formulate a long-term asset allocation strategy that specifies the amount of your account assets that are invested across equity, fixed income and cash or cash equivalents, (as applicable). We develop the models based upon our proprietary research on markets and market conditions as well as perceived value in selected securities (See Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss). We then include a broad-based economic outlook as part of the process.
- *Investment Monitoring and Maintenance* – We regularly review your accounts on a continual basis (by monitoring our models) to ensure that risk levels stay within the parameters established in your IPS. Further, we monitor your portfolio in order to ensure we have client assets invested consistent with our models, firm-wide investment guidance, appropriate indexes and broad economic outlook.
- *Financial & Retirement Planning* – Along with our investment management services, we may also advise you on issues related to your retirement planning or wealth management. To implement our advice, we may also recommend that you work with other professionals, such as attorneys or accountants, or utilize various financial products, such as insurance or securities, to implement our recommendations and to obtain your financial goals.

We re-balance your portfolios as necessary. More or less frequent rebalancing may be required depending on macroeconomic, market or sector factors, as well as changes in your personal or family circumstances.

Assets Under Management

As of December 31, 2017, we had \$76,825,647 in assets under management, of which \$69,246,018 is managed on a discretionary basis, and \$7,579,629 is in non-discretionary accounts.

Item 5 – Fees and Compensation

Fees for Portfolio Management Services. Our portfolio management fees are charged annually, in advance based upon the inception value of the account(s), on a quarterly basis. Portfolio management fees are as follows, including our minimum account size:

<u><i>Account Type</i></u>	<u><i>Annual Fee</i></u>	<u><i>Account Minimum</i></u>
Equity/Growth	1.00% of first \$1,000,000 Plus 0.85% above \$1,000,000	\$250,000
Balanced	1.00% of first \$1,000,000 Plus 0.85% above \$1,000,000	\$250,000

These fees and account minimums are both negotiable, based upon a number of factors, including but not limited to the following:

- Other accounts related to your accounts
- Future investments
- Unique objectives or restrictions

In addition, we may at our discretion agree to a flat quarterly or annual fee for investment advisory services.

Fees are computed on portfolio values as determined by your custodian (an independent, third-party and qualified custodian). For accounts opened during a calendar quarter, your first fee is charged based on the inception value of the account (as reported by your custodian) and is due and payable at the inception of the account for the number of the days we provide services to you. If you pay our fees via direct debit authorization, the inception fee will be deducted as described below.

Upon termination of an account, prepaid and unearned fees are promptly refunded to you (within 30 days of the date of termination).

Householding of Accounts: Clients who have multiple accounts at the recommended custodian (See Item 12, below) may authorize these multiple accounts to be managed according to your IPS as long as the accounts can be househanded as described below. In addition, each househanded account shall be identified in the portfolio management

agreement we have with you. We household accounts both for your convenience and to meet our fiduciary obligations for fee calculation purposes. To Household accounts, each must:

1. Have the same last name and physical street address
2. Be spouses or domestic partners at the same address
3. Be dependent family members at the same (or different) address
4. Additionally meet the recommended custodian's definition of a household account; the following types of accounts may be householded:
 - a. Individual or Joint Tenants;
 - b. Living Trusts;
 - c. Custodial accounts for minor children (UGMA);
 - d. Sole Proprietorship
5. Other types of organization(al) accounts if owned by an individual or family.

Corporate entities are *not available* for the Householding of Accounts.

Fee Payment: Fees are charged on values as determined by your custodian and not by us. Although you can restrict our services, the securities included in your account are subject to our advisory fees unless restricted by you. Note: The official record-keeper of your account is your custodian. This includes performance, transaction and related data (including capital gain and loss information for income tax reporting purposes).

You may elect to pay for portfolio management services through:

- Pay by check (where an invoice is sent to you at the inception of the account or at the beginning of each quarter and you send us a check within 30 days of the date of the invoice), or
- Direct debit where our fees are automatically deducted by your custodian and sent by the custodian directly to us. To do direct debiting, you must:
 - Authorize us to do so in the written agreement we have with you
 - We send to you a statement showing the assets on which the fee is based, the annual fee due, the method of calculation of the fee (multiplication), the quarterly fee due and payable
 - Upon sending this to you, we then make the debit request to your custodian who then pays us the fee due

- The statement includes a request that you affirm the calculation of the fee as the custodian does not perform that task, and that you can revoke the direct debit authorization at any time (by notifying us in writing)
- Each month, you receive, directly from your custodian a statement on your account(s) showing all holdings, transactions and debits or credits, including the advisory fees paid to us. If you do not receive your custodial statement directly from your custodian, call them immediately or call us so we may assist you

Termination Provision: A portfolio management agreement may be terminated by either party by delivering written notice to the other. Upon receipt of a termination from you we will cease all activity on your behalf; transactions placed on your behalf are allowed to settle, however, your notice of termination is effective when received.

As indicated above, all prepaid and unearned fees are promptly refunded to you upon termination.

You also have the ability to terminate a portfolio management agreement within 5 days of your execution of an agreement without penalty. However, as a fiduciary, we cannot penalize a client for terminating an agreement as a result, upon written notice you may terminate an agreement with us at any time. We are permitted to charge you a fee for services we provide to you (and refund prepaid and unearned advisory fees).

Additional Fees and Expenses. Fees paid to BWM are exclusive of the following that you pay as a client:

- Brokerage commissions
- Transaction fees, and
- Other related costs and expenses (see also Item 12, below)
- Mutual funds and exchange traded funds: shareholders also pay internal management fees, which are disclosed in a fund's prospectus. As a shareholder of these securities, you pay these additional fees and expenses, which are in addition to the planning or portfolio management fees we charge to you.

BWM does not accept any compensation from securities transactions or other fees / expenses you pay.

Additional Information on Advisory Services and Fees

Employees and friends of BWM may receive advisory services that are the same as provided to clients for no fee or at fees lower than those charged to our non-family or friend clients.

Similarly, services are available from other sources for fees that are lower or higher than those paid to BWM.

You do not need the services of BWM to invest in securities; however, you might not receive access to certain institutional shares classes without going through BWM. Our services are designed, among other things, to assist you in determining which securities are most appropriate for you and your unique circumstances. You should review both the fees charged by the fund(s), third parties and the fees charged by BWM to fully understand the total fees to be paid for the services we provide to you.

Item 6 – Performance-Based Fees and Side-By-Side Management

BWM does not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client).

Item 7 – Types of Clients

Our services are provided to the following types of clients:

- Individuals
- High net worth individuals
- Corporate pension and profit-sharing plans
- Charitable organizations

Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss

Methods of Analysis

We use fundamental and technical methodologies to analyze the following types of publicly traded securities:

- Common Stocks
- Foreign Issues – American Depository Receipts (ADR's)
- Exchange-Traded Funds
- Mutual Funds

- Real Estate Investment Trusts (REITs)
- Corporate Debt Securities
- Money Markets
- Certificates of Deposit
- Municipal Securities
- United States Government Securities
- Government-Sponsored Enterprise (GSE) Agency Securities

We employ quantitative¹ screens to identify stocks that may be added to client portfolios. We research new ideas diligently, investigating, among other factors:

- Valuation
- Growth drivers
- Cash flows
- Balance sheet strength and
- Competition

Our goal is to purchase stocks that are trading at significant discounts to their potential valuation, and sell when that discount is no longer material.

In addition to equity investments, we invest in mutual funds and exchange-traded funds to add diversification to client accounts. Mutual funds are selected after considering a variety of criteria, including:

- Manager tenure and track record
- Portfolio composition and concentration, and
- Expenses.

Exchange-traded funds may be added to portfolios for broad diversification or to target specific areas of the global equity market, such as individual countries. Factors for selecting ETFs include:

- Cost
- Liquidity
- Diversification benefits, and
- Targeted sector or geographic exposure

¹ Quantitative means evaluating securities based on statistical, mathematical and related data. Based on this information, we apply modeling and our proprietary assessments which are used to identify securities for investment.

Fixed income securities are analyzed for:

- Credit risk
- Yield
- Duration
- Cost
- Focusing on reducing likely portfolio volatility

Fixed income investments may include individual securities, mutual funds, and ETFs.

Investment Strategies

Equity Strategy: Seeks long-term growth through a strategy that blends concentrated risk with broader market diversification.

Portfolios are generally invested in a core model of exchanged traded funds and/or mutual funds, providing broad diversification and appropriate sector, geographic and industry exposure. When deemed appropriate, individual stocks may be added to portfolios, providing concentrated risk in businesses that we think are attractive. Stocks are added to our buy list after thorough research. Results of the research are our determination that the equities are substantially undervalued relative to their growth prospects; profitable and the potential for profitability and cash flow.

Stock mutual funds and ETFs are selected after careful, independent research that considers multiple factors including the investment philosophy, distinct style of stock investing and performance.

Equity accounts may hold high cash and money market balances at times, as dictated by our evaluation of market conditions.

Fixed Income Strategy: Seeks predictable current income by investing conservatively in government and investment grade corporate bonds. Unless instructed otherwise, some portion of an account may be allocated to high-yield (junk) bonds.

Allocation between corporate and government bonds will vary depending on perceived opportunities. Fixed income accounts may hold individual securities, bond mutual funds, ETFs, closed-end funds (CEFs) and at times, high cash and/or money market balances.

Risk of Loss

Investing in securities involves certain investment risks. Securities may fluctuate in value or lose value. You should be prepared to bear the potential risk of loss of your invested

assets. We will assist you in determining an appropriate strategy based on your tolerance for risk and other factors noted in your IPS.

However, there is no guarantee that your portfolio will meet your investment goals or objectives. We do not, directly, or indirectly, promise or represent any level of performance or success of your accounts.

Item 9 – Disciplinary Information

We are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of Bernard Wealth Management Corp. or the integrity of BWM’s employees. Neither BWM nor any of its employees have ever had a legal or disciplinary action brought against it.

Item 10 – Other Financial Industry Activities and Affiliations

Neither BWM nor any employees are registered, nor have an application pending to register, as a broker-dealer or registered representative of a broker-dealer.

Neither BWM nor any employees are registered, nor have an application pending to register, as a futures commission merchant, commodity pool operator, commodity trading adviser, or associated person of any of these entities.

As described in more detail in the “Client Referrals and Other Compensation” section starting on page 10, Kenneth M. Bernard is licensed as an insurance agent and may act as an agent for various insurance companies.

Item 11 – Code of Ethics, Participation in Client Transactions and Personal Trading

We have developed and implemented a Code of Ethics which defines the standards of business conduct that we consider essential to maintaining the highest level of integrity for BWM. We develop practices and choose actions that put your best interests first.

We adhere to the requirements of the State of Michigan (our regulator) as they apply to our practice. We monitor our business to identify potential and actual conflicts of interests with you, our clients. We also monitor employee outside business activity to ensure there are no conflicts present between an employee and BWM.

We allow employees to buy or sell the same securities that are bought or sold in your accounts. We may include employee transactions with clients only when all participating accounts receive the pro-rated price of the security (if multiple fills are required). If a transaction is not completed in full, client transactions are allocated; employee trades are held out of the allocation until clients are completely filled.

We have also adopted written policies and procedures to detect and prevent the misuse of material, non-public information.

We may have an interest or position in certain securities, which may also be recommended to you; however, we do not acquire positions prior to the recommendation or purchase for your accounts (front running is prohibited by policy).

Employee trading is regularly reviewed by Kenneth M. Bernard, our President and Compliance Officer, to ensure compliance with our Code and Personal Trading policy. A complete copy of our Trading Policy may be obtained by contacting our office.

At no time will BWM or any employee transact in any security to the detriment of any Client.

Item 12 – Brokerage Practices

Recommendation of Custodian

We generally recommend and then require the use of Charles Schwab & Co., Inc. (Schwab) for custodian and brokerage services as a condition for working with us. In recommending Schwab, we have evaluated Schwab on the following:

- Financial stability
- Competitive rates for transactions
- Availability of no-load, no transaction fee mutual funds
- Dedicated trading desk
- Dedicated client service team
- Access to institutional class shares of mutual funds
- Duplicate confirmations and statements
- Secure login for clients to their accounts (website feature)
- Technology which includes:
 - Access to client account data, such as trade confirmations and account statements
 - Trade execution and allocation of aggregated trade orders for multiple client accounts
 - Generic research on markets or economics, pricing and other market data

- Direct debit of our fees from your accounts and
- Back-office functions, recordkeeping and client reporting

As a result of institutional services received, you may pay commissions which are higher or lower than those charged by Schwab (when compared to brokers or dealers other than Schwab that do not offer similar programs).

We have determined in good faith that the amount of any commission paid is reasonable in relation to the value of the brokerage and other services provided to us and our clients.

Schwab's Advisor Platform provides the following services in exchange for assets held at Schwab and for the brokerage commissions they earn from our client transactions, including:

- Execution of securities transactions
- Custody
- Access to mutual funds and other investments that are otherwise generally available only to institutional investors or to accounts with a significantly higher minimum initial investment

As a fiduciary, BWM's highest priority is to act in our clients' best interests. However, we generally require that clients maintain their assets in accounts at Schwab due to the benefits provided to us (and our clients). Although our assessment and recommendation of Schwab is based on an objective assessment of Schwab, it is an inherent conflict of interest in recommending Schwab when we (and you) receive benefits that we do not pay for separately. We mitigate this conflict by this disclosure to you in this Form ADV Part 2 A/B.

Clients may direct the use of an alternative broker for custodian and trade execution services. Approval and acceptance of a custodian other than Schwab is made on a case-by-case basis. We may decline the management of an account held away from Schwab due to technology and other limitations, including access to appropriate funds or securities we use for client accounts. Thus, the decision to use a custodian other than Schwab may hamper our ability to achieve optimal trade execution, include affected client accounts in block trades, and to negotiate favorable commission and transaction fees for affected client accounts.

Aggregating and Allocating Trades (Block Trading)

We may, but are not obligated to aggregate multiple client transactions in the same security, at the same time. The primary benefit to block trading is an enhanced ability to negotiate the price of the security (a component of best execution). A result of block trading is to enhance the overall most favorable net price for the transaction for all participating clients. Factors considered in block trading include, but are not limited to:

- 1) price
- 2) size of order
- 3) difficulty of execution
- 4) confidentiality and
- 5) skill required of the broker

Note, however, that block trading does not benefit participating clients when we are purchasing or selling mutual fund shares as mutual funds trade on the previous day's close or net asset value. Block trading may be beneficial when trading in equity, fixed income or ETFs.

Directed Brokerage

We do not have the brokerage discretionary authority to select the broker or dealer for your transactions or to negotiate commissions on a transaction by transaction basis. As a result, when you evaluate and select Schwab as your broker custodian, you will also (in the portfolio management agreement we have with you) direct us to use Schwab for all purchases and sales of securities in your account(s).

This means that we will not have the authority to evaluate other brokers or dealers when purchasing or selling securities. As a result, we will not be able to negotiate separately price or commission on your transactions, and, as a result, the overall execution may be higher or lower than brokers other than Schwab provide if we had the ability to seek those brokers out. In directing us to use Schwab, the net result is that best execution may not be achieved. However, Schwab, as the broker / custodian, has its own obligations of best execution under relevant regulation. We also believe that Schwab provides excellent execution on the various types of securities we utilize in providing advice to our clients, including you.

Item 13 – Review of Accounts

We review client accounts regularly to ensure that accounts are invested in accordance with the parameters defined in the applicable Investment Policy Statement (IPS). Accounts of similar asset allocation will likely hold approximately the same securities, but regular reviews are nonetheless required, to ensure that cash balances are appropriate and that asset class weightings remain within the tolerances agreed upon in the client's IPS. If accounts are found to require rebalancing, account-specific trades may be executed, or the trades may be included in block transactions with other accounts. See Item 12 – Brokerage Practices for more information on block trading.

You will receive trade confirmations and monthly statements from the custodian of your account(s) directly from Schwab, your independent and third party qualified custodian.

In addition, we will provide a quarterly performance report and newsletter. We communicate with our clients regularly through telephone and e-mail, and are available for meetings as needed.

Item 14 – Client Referrals and Other Compensation

BWM relies upon referrals from clients and other professionals to grow our business. However, we do not participate in any arrangements under which we provide compensation or receive compensation (directly or indirectly) for client referrals.

Kenneth M. Bernard and Deanna Harless, in their individual capacities, are licensed as insurance agents, and in such capacity, may recommend, on a fully-disclosed basis, the purchase of certain insurance products.

On occasion and if the client agrees, an outside insurance consultant may be introduced to provide insurance analysis and recommendations to the client. If a recommended product is used, the outside consultant will split the commissions with Kenneth M. Bernard or Deanna Harless in exchange for the introduction. This agreement only applies if the client purchases the insurance through the outside consultant.

A conflict of interest exists if we recommend that you purchase insurance products for which Mr. Bernard or Ms. Harless receive insurance commissions. However, to mitigate any conflict of interest, we do not charge a fee on our advice in addition to any fee you pay for the insurance products. Also, we do not require you to purchase any insurance products from BWM personnel, and you are free to purchase any insurance products we recommend from an unaffiliated insurance agent.

Item 15 – Custody

BWM does not have custody of any client’s funds or securities.

However, as we directly debit advisory fees from your accounts (as described under Item 4 above) we have “technical custody” as determined by regulation.

You should receive statements from the broker-dealer (Schwab) that holds and maintains your investment assets on a monthly basis. These statements should be carefully reviewed by you and compared to the account statements that we provide, as described in Item 13 – Review of Accounts

Our statements may vary from custodial statements based on a number of factors including custodial pricing issues, dividends due but not yet paid or fixed income accrued interest due or payable, among others.

As previously stated, Schwab is the official record-keeper of your account; as a result, your custodial statement is the sole authority for tax reporting purposes.

Item 16 – Investment Discretion

For portfolio management clients, we receive investment discretionary authority from you at the outset of an advisory relationship. This discretionary authority allows us to select the identity and amount of securities to be bought or sold for your account without obtaining your consent to the transactions. In all cases, however, such discretion is to be exercised in a manner consistent with your stated investment objectives.

You can place reasonable restrictions on your account as long as they are in writing and accepted by us. You may modify these restrictions at any time, subject to them being in writing. New restrictions are not implemented until we accept them.

Investment guidelines and restrictions must be provided to us in writing. We will document your restrictions, if any, in your Investment Policy Statement.

Item 17 – Voting Client Securities

We vote proxies on various matters related to shares owned by our clients. We generally vote shares of issuers held in your account. We vote according to our written Proxy Voting Policy and Procedures, which describe how we *generally* vote on numerous proxy issues concerning:

- Corporate governance

- Boards of Directors
- Director and executive compensation
- Capital structure
- Other issues

In certain instances, we consider issues on a case-by-case basis and it may be necessary to deviate from positions indicated in the Proxy Voting Policy and Procedures. A copy of BWM's complete proxy voting policies may be obtained by contacting our President, Kenneth Bernard at (248) 556-2900 or ken@bernard-wealth.com.

Item 18 – Financial Information

We are obligated to disclose certain financial information or disclosures about our financial condition, if any, that would impact our ability to provide our services to you.

We do not have any financial situations that impair our ability to meet contractual and fiduciary commitments to clients. We have also not been the subject of a bankruptcy proceeding.

Item 19 – Requirements for State-Registered Advisers

Educational Background and Business Experience of Principal Officer

The sole owner of BWM is Kenneth Bernard. Information regarding the formal education and background of Kenneth Bernard is below in Part 2B.

Other Business Activities of Principal Officer

Kenneth Bernard is independently licensed as an insurance agent and may sell insurance products through various insurance companies. Mr. Bernard receives commissions from insurance companies if you purchase insurance products through him. If we recommend you purchase insurance products as part of our advisory services, the receipt of this compensation may create a conflict of interest. To mitigate this conflict of interest, we do not require you to purchase any recommended insurance products from Mr. Bernard, and you may purchase insurance through an unaffiliated insurance agent.

Kenneth Bernard is not actively engaged in any other outside business activity that provides a substantial source of income or involves a substantial amount of time. Mr. Bernard has no applicable information to disclose.

Performance Fee Calculations

We do not use performance-based fees for any client. See Item 5 – Fees and Compensation above.

Disciplinary Information

There are no legal, civil or disciplinary events to disclose regarding BWM or Kenneth Bernard. Neither BWM nor Kenneth Bernard has ever been involved in any regulatory, civil or criminal action. There have been no client complaints, lawsuits, arbitration claims or administrative proceedings against BWM or Kenneth Bernard.

Material Relationships with Issuers of Securities

Neither BWM nor Kenneth Bernard has any relationships or arrangements with issuers of securities.

Form ADV Part 2B - Brochure Supplement

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This brochure supplement provides information that supplements the Bernard Wealth Management Corp. brochure, which is attached. You should have received a copy of that brochure. Please contact Kenneth M. Bernard at (248) 556-2900 if you did not receive the brochure or if you have any questions about the contents of this supplement.

Supervised Persons: Kenneth M. Bernard, Deanna Harless

Additional information about Mr. Bernard and Ms. Harless is available on the SEC's website at www.adviserinfo.sec.gov.

Professional Certifications

Certain employees have earned certifications and credentials that require further detailed explanation. The certification requirements may change over time. The current requirements are listed below.

Chartered Financial Analyst (CFA): Chartered Financial Analysts are licensed by the CFA Institute to use the CFA mark. Current CFA certification requirements:

- Hold a bachelor's degree from an accredited institution or have equivalent education or work experience.
- Successful completion of all three exam levels of the CFA Program.
- Have 48 months of acceptable professional work experience in the investment decision-making process.
- Fulfill society requirements, which vary by society. Unless upgrading from affiliate membership, all societies require two sponsor statements as part of each application; these are submitted online by your sponsors.
- Agree to, adhere to, and sign the Member's Agreement, a Professional Conduct Statement, and any additional documentation requested by CFA Institute.

Series 65 Uniform Investment Adviser Law Examination: This exam is administered by the Financial Industry Regulatory Authority (FINRA) on behalf of the North American Securities Administrators Association.

- Must pass the Series 65 Uniform Investment Adviser Exam. Series 65 is an examination comprised of 130 multiple choice questions administered under a testing time of three hours. The Series 65 is designed to qualify candidates as investment adviser representatives.

Kenneth M. Bernard, CFA, Portfolio Manager

Educational Background and Business Experience

- Born: 1962
- University of Michigan, Bachelor of Science, Economics and Statistics, 1984
- University of Michigan, Masters in Business Administration, 1992
- Chartered Financial Analyst (CFA), 2003.

President, Portfolio Manager and Investment Adviser Representative Bernard Wealth Management Corp.	11/2011 to Present
Portfolio Manager Griffin Portfolio Management Corp.	2007 to 11/2011
Portfolio Manager and Chief Technology Officer Sigma Investment Counselors	1999 to 2007

Disciplinary Information

There are no legal or disciplinary events to disclose regarding Kenneth Bernard.

Other Business Activities

Mr. Bernard is licensed as an insurance agent and able to transact business with multiple carriers. He may recommend insurance products to clients. A conflict of interest exists if we recommend that you purchase insurance products for which Mr. Bernard receives insurance commissions. You are under no obligation to act upon the recommendations of Mr. Bernard. If you decide to act upon any of the recommendations, you are under no obligation to effect the insurance transactions through Mr. Bernard.

Additional Compensation

Mr. Bernard does not receive any additional compensation or economic benefit from any unaffiliated person, company or organization in connection with the services provided to you and other BWM clients.

Supervision

Mr. Bernard serves as the President, Compliance Officer and investment advisory representative of BWM. Mr. Bernard's full contact information is included on the cover of this Brochure Supplement. As a result, Mr. Bernard supervises himself and the advisory activities of his firm.

Requirements for State-Registered Advisers

Kenneth Bernard has not been found liable in any arbitration, civil, self-regulatory, or administrative proceeding. Mr. Bernard has not been the subject of a bankruptcy petition.

Deanna Harless, Client Service Manager

Educational Background and Business Experience

- Born: 1980
- Oakland University, Bachelor of Science, Elementary Education

Client Service Manager Bernard Wealth Management Corp.	2/2018 - Present
Director of Client Communications Cedar Brook Group	2016-2018
Investment Associate and Operations Manager Future Benefits Corporation	2007-2009, 2014- 2016
Team Leader Timothy Herbert Financial Group	2009-2014

Disciplinary Information

There are no legal or disciplinary events to disclose regarding Deanna Harless.

Other Business Activities

Ms. Harless is licensed as an insurance agent and able to transact business with multiple carriers. She may recommend insurance products to clients. A conflict of interest exists if we recommend that you purchase insurance products for which Ms. Harless receives insurance commissions. You are under no obligation to act upon the recommendations of Ms. Harless. If you decide to act upon any of the recommendations, you are under no obligation to effect the insurance transactions through Ms. Harless.

Additional Compensation

Ms. Harless does not receive any additional compensation or economic benefit from any unaffiliated person, company or organization in connection with the services provided to you and other BWM clients.

Supervision

Ms. Harless serves as Client Service Manager at Bernard Wealth Management Corp. She is supervised by Kenneth Bernard, the firm's president and chief compliance officer.

Requirements for State-Registered Advisers

Ms. Harless has not been found liable in any arbitration, civil, self-regulatory, or administrative proceeding. Ms. Harless has not been the subject of a bankruptcy petition.