

## Part 2A of Form ADV

**ILLUMINATE WEALTH MANAGEMENT, LLC**

**939 W. North Avenue, Suite 750**

**Chicago, IL 60642**

**847-595-1315**

**[www.illuminatewm.com](http://www.illuminatewm.com)**

**January 24, 2020**

This brochure provides information about the qualifications and business practices of **Illuminate Wealth Management, LLC (“Illuminate”)**. If you have any questions about the contents of this brochure, please contact us at 847-595-1315 or at [ben@illuminatewm.com](mailto:ben@illuminatewm.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

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

Additional information about Illuminate can be found on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **Item 2 – Material Changes**

---

### Material Changes since the Last Update

No material changes have occurred since the last update. When material changes do occur, a summary of those changes will be identified here.

### Future Changes

When material changes occur, the Firm will amend this Disclosure Brochure to reflect the changes. Annually, the Firm will provide a Summary of Material Changes to each Client and offer a complete Disclosure Brochure if a material change occurs in the Firm's business Practices.

### Full Brochure Available

You may view the current Disclosure Brochure online at any time at the SEC's Investment Adviser Public Disclosure website: [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You may also request a copy of this Disclosure Brochure at any time by contacting the Firm at 847-595-1315 or via email at [ben@illuminatewm.com](mailto:ben@illuminatewm.com)

## Item 3 – Table of Contents

<b>ITEM 2 – MATERIAL CHANGES</b> .....	<b>II</b>
<b>ITEM 3 – TABLE OF CONTENTS</b> .....	<b>III</b>
<b>ITEM 4 – ADVISORY SERVICES</b> .....	<b>1</b>
FIRM INFORMATION.....	1
ADVISORY SERVICES OFFERED.....	1
ADVISORY AGREEMENTS.....	2
TERMINATION OF AGREEMENTS.....	2
WRAP FEE PROGRAMS.....	2
ASSETS UNDER MANAGEMENT.....	2
<b>ITEM 5 – FEES AND COMPENSATION</b> .....	<b>2</b>
FEE BILLING.....	3
OTHER FEES AND EXPENSES.....	3
TERMINATION.....	3
COMPENSATION FOR SALES OF SECURITIES.....	4
<b>ITEM 6 – PERFORMANCE-BASED FEES AND SIDE-BY-SIDE MANAGEMENT</b> .....	<b>4</b>
<b>ITEM 7 – TYPES OF CLIENTS</b> .....	<b>4</b>
<b>ITEM 8 – METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS</b> .....	<b>4</b>
METHODS OF ANALYSIS.....	4
INVESTMENT STRATEGY.....	4
RISK OF LOSS.....	5
<b>ITEM 9 – DISCIPLINARY INFORMATION</b> .....	<b>6</b>
<b>ITEM 10 – OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS</b> .....	<b>6</b>
<b>ITEM 11 – CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING</b> .....	<b>6</b>
CODE OF ETHICS.....	6
PERSONAL TRADING WITH MATERIAL INTEREST.....	6
PERSONAL TRADING IN SAME SECURITIES AS CLIENTS.....	6
<b>ITEM 12 – BROKERAGE PRACTICES</b> .....	<b>6</b>
AGGREGATING AND ALLOCATING TRADES.....	7
<b>ITEM 13 – REVIEW OF ACCOUNTS</b> .....	<b>7</b>
FREQUENCY OF REVIEWS.....	7
CAUSES FOR REVIEWS.....	7
REVIEW REPORTS.....	7
<b>ITEM 14 – CLIENT REFERRALS AND OTHER COMPENSATION</b> .....	<b>7</b>
COMPENSATION RECEIVED BY ILLUMINATE.....	7
CLIENT REFERRALS FROM SOLICITORS.....	7
<b>ITEM 15 – CUSTODY</b> .....	<b>8</b>
<b>ITEM 16 – INVESTMENT DISCRETION</b> .....	<b>8</b>
<b>ITEM 17 – VOTING CLIENT SECURITIES</b> .....	<b>8</b>
<b>ITEM 18 – FINANCIAL INFORMATION</b> .....	<b>8</b>
<b>ITEM 19 – REQUIREMENTS FOR STATE-REGISTERED ADVISERS</b> .....	<b>8</b>
<b>BROCHURE SUPPLEMENT (PART 2B OF FORM ADV)</b> .....	<b>K</b>

## **Item 4 – Advisory Services**

---

### **Firm Information**

Illuminate LLC (“Illuminate”), is a fee-only investment advisory firm organized as a Limited Liability Company under the laws of the State of Illinois. Illuminate was founded in October of 2019 and is owned and operated by Benjamin Hockema, Managing Member and Founder, and Gary Bowyer and David Shirley.

### **Advisory Services Offered**

Illuminate offers comprehensive financial planning and investment management services to individuals and families (each referred to as a “Client”). The following describes Illuminate’s engagements with its clients.

#### Wealth Planning Engagement

Through its Wealth Planning Engagement, Illuminate provides comprehensive financial planning and investment management services for individuals, and families, pursuant to a written Advisory Agreement. Services are customized to a client’s financial situation, their goals, and objectives. In general, clients will have regularly scheduled meetings during the term of the engagement depending on the client’s individual situation and needs. In addition to scheduled meetings, additional face-to-face, e-mail and/or phone consultations are provided. The financial planning services will address any or all of the following areas of concern:

- **PERSONAL:** Family records, budgeting, personal liability, estate information and financial goals.
- **TAX & CASH FLOW:** Income tax and spending analysis and planning for past, current and future years. Illuminate will illustrate the impact of various investments on a client’s current income tax and future tax liability.
- **DEATH & DISABILITY:** Cash needs at death, income needs of surviving dependents, estate planning and disability income analysis
- **RETIREMENT:** Analysis of current strategies and investment plans to help the client achieve his or her retirement goals.
- **INVESTMENTS:** Analysis of investment alternatives and their effect on a client’s portfolio.

Illuminate’s Wealth Planning engagement includes the ongoing investment management services. Illuminate provides investment management services and ongoing oversight to a client’s account held at an independent custodian and works with each client to identify their investment goals and objectives as well as risk tolerance and financial situation in order to create a portfolio strategy. Clients authorize Illuminate with discretionary authority to manage the cash and securities in their account(s) to implement the sale and/or purchase of investments. In granting Illuminate discretionary authority, clients grant Illuminate the full power to direct, manage, and supervise the investment and reinvestment of assets in their account without prior consultation. Each Client will have the opportunity to place reasonable restrictions on the types of investments to be held in their respective portfolio, subject to acceptance by Illuminate.

Illuminate does not provide securities custodial services. At no time will Illuminate accept or maintain custody of a client’s funds or securities, except as to the authorized deduction of the Advisor’s fees. All client assets will be managed within their designated brokerage account or pension account held at an independent custodian.

#### Stand Alone Investment Management Engagement

Through its Stand-Alone Investment Management Engagement, Illuminate provides investment management services and ongoing oversight to a client’s account held at an independent custodian. Illuminate works with each client to identify their investment goals and objectives as well as risk tolerance and financial situation in order to create a portfolio strategy. Clients authorize Illuminate with discretionary authority to manage the cash and securities in their account(s) to implement the sale and/or purchase of investments. Each Client will have the opportunity to place reasonable restrictions on the types of investments to be held in their respective portfolio, subject to acceptance by Illuminate.

Illuminate does not provide securities custodial services. At no time will Illuminate accept or maintain custody of a client’s funds or securities, except as to the authorized deduction of the Advisor’s fees. All client assets will be managed within their designated brokerage account or pension account held at an independent custodian.

#### Financial Planning Only Projects

Illuminate offers financial planning only services. Project financial planning services may include but are not limited to

one or more of the following areas: goal setting, asset/liability analysis, tax planning, cash flow management, investment review, retirement planning, risk management, estate planning and record keeping. The service includes various Client consultations as well as written and/or oral recommendations resulting from such consultations. These engagements do not include investment management services. Follow-up advice and/or implementation assistance is not provided following the completion of these engagements.

### **Advisory Agreements**

Prior to any engagement, each client is required to enter into an advisory services agreement that defines the terms, conditions, authority and responsibilities of Illuminate and the Client.

### **Termination of Agreements**

If a client does not receive a Brochure at least 48 hours prior to entering into an advisory agreement, the client has a right to terminate the contract without penalty within five business days after entering into the contract.

Although Illuminate's engagements contemplate an ongoing agreement, the length of service is at the client's discretion. The client or Illuminate may terminate the agreement at any time by written notice to the other party upon thirty (30) days written notice.

### **Wrap Fee Programs**

Illuminate does not manage or place client assets into a wrap fee program.

### **Assets Under Management**

As this is the Firm's initial Brochure, Illuminate does not have any assets under management to report.

## **Item 5 – Fees and Compensation**

---

Illuminate's fee structure and compensation methodology is set forth below for each type of engagement.

A client's fee is set forth in each client's written agreement with Illuminate. Fees may be reduced or waived in certain circumstances and are negotiable in Illuminate's sole discretion based on such factors as the complexity of the client's situation, the composition of the client's account, and the relationship of the client with Illuminate. Some clients may be under a different fee schedule because their relationships were established under a prior fee schedule.

### **Wealth Planning Engagement Fee**

For its Wealth Planning Engagement fee, Illuminate charges an annual, fixed fee based upon a percentage of a client's net worth. Illuminate charges a cumulative fee of 0.60% of a client's net worth up to \$5,000,000; the fee rate for net worth greater than \$5,000,000 is negotiable. A client's Net Worth includes: all cash and securities, cash value of life insurance policies, the value of a second home, rental or business property, value in accounts held in employer deferred compensation plans, subaccounts in insurance products such as variable annuities and equity indexed annuities, home equity based upon fair market value less mortgage remainder. Net worth does not include such things as: tangible assets like cars, boats, jewelry, art, etc., pensions or other income that is paid out over a person's lifetime, or Social Security benefits, 529 college savings plans or children's UTMA accounts, and donor-advised funds are also excluded.

For securities where ready valuation information is not available (e.g., hedge funds, private placements, illiquid securities, derivatives or other such situations), they are to be reviewed and priced by Illuminate in good faith to reflect the security's fair and most recently available market value.

Illuminate recalculates the client's net worth annually for purposes of calculating its annual fee.

There is no minimum account size; however, clients receiving comprehensive financial planning services will be assessed

a \$3,000 minimum annual fee. Because Illuminate has a minimum fee of \$3,000 there may be times when Illuminate's fees in this instance may be higher than normally charged in the industry and that similar services may be offered by another adviser at a lower fee. Illuminate in its sole discretion may waive or reduce the minimum fee, and at times agree to a different fee structure for such reason as a prior relationship with a client

#### Stand-Alone Investment Management Fee

Illuminate charges an investment management fee based on the net value of the assets in the client's account(s) on the mid-month date that fees are deducted at an annual rate of 0.75% of assets under management.

#### Financial Planning Only Project Fee

Illuminate charges a fixed fee for financial planning only engagements based upon the client's stated needs and the scope and complexity of the services required. The fee generally ranges from \$950 – \$5000 and is determined based on the estimated amount of work required to complete the review.

### **Fee Billing**

Illuminate bills fees quarterly, in advance for its wealth management and investment management engagements. In Illuminate's sole discretion fees may be paid monthly. Fees can be paid by check, ACH or deduction from the Client's brokerage account. Clients provide written authorization permitting Illuminate to be paid directly from their accounts held at the custodian as part of the agreement and separate account forms provided by the Custodian. Fees will be automatically deducted from the Client's account by the Custodian. Illuminate will send a notice to the account's custodian indicating the amount of the fees to be deducted from the account at each billing period. Clients will be provided with a statement, at least quarterly, from the account's custodian reflecting deductions of Illuminate's advisory fee.

For Illuminate's financial planning only engagements, one half of the fee is collected upon engagement and the remaining amount is due upon completion of the services. Fees are payable by check or credit card.

Per regulatory requirements, Illuminate will not collect advance fees of \$500 or more for services that will be performed six (6) months or more in advance.

### **Other Fees and Expenses**

Clients may incur certain fees or charges imposed by third parties, other than Illuminate, in connection with investments made on behalf of the Client's account[s]. The Client is responsible for all custodial and securities execution fees charged by the custodian and executing broker-dealer. The management fee charged by Illuminate is separate and distinct from these custodian and execution fees.

All fees paid to Illuminate for advisory services are separate and distinct from other expenses charged for investing, such as fees and expenses charged by mutual funds and exchange-traded funds to their shareholders and fees associated with bonds purchased for Clients' accounts. Mutual fund and ETF fees and expenses are generally used to pay management fees for the funds, other fund expenses, account administration (e.g., custody, brokerage and account reporting), and a possible distribution fee. A Client could invest in these products directly, without the services of Illuminate, but would not receive the services provided by Illuminate which are designed, among other things, to assist the Client in determining which products or services are most appropriate for each Client's financial situation and objectives. Accordingly, the Client should review both the fees associated with a particular security or a bond and the fees charged by Illuminate to fully understand the total fees involved.

### **Termination**

Illuminate is compensated for its services in advance at the middle of every month in which advisory services are rendered. Clients may request to terminate their agreement with Illuminate, in whole or in part, by providing advance written notice. The Client shall be responsible for fees up to and including the effective date of termination.

The Advisor will promptly refund any unearned, prepaid fees at the effective date of termination should the situation arise.

If the Client has not received Illuminate's Brochure at least 48 hours prior to entering into an advisory agreement, the Client has the right to terminate the agreement without penalty within five business days after entering into the contact.

### **Compensation for Sales of Securities**

Illuminate does not buy or sell securities and does not receive any compensation for securities transactions in any Client account, other than the Advisory Fees noted above.

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

Illuminate does not charge performance-based fees for its investment advisory services.

Illuminate does not manage any proprietary investment funds or limited partnerships (for example, a mutual fund or a hedge fund) and has no financial incentive to recommend any particular investment options to its Clients.

## **Item 7 – Types of Clients**

Illuminate offers investment advisory services to individuals and families.

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

### **Methods of Analysis**

Illuminate will primarily employ fundamental analysis methods in developing investment strategies for its Clients accounts. Research and analysis is derived from numerous sources, including financial media companies, third-party research materials, Internet sources, and review of company activities, including annual reports, prospectuses, press releases and research prepared by others. Fundamental analysis utilizes economic and business indicators as investment selection criteria. These criteria are generally ratios and trends that may indicate the overall strength and financial viability of the entity being analyzed. Assets are deemed suitable if they meet certain criteria to indicate that they are a strong investment with a value discounted by the market. While this type of analysis helps evaluate a potential investment, it does not guarantee that the investment will increase in value. Assets meeting the investment criteria utilized in the fundamental analysis may lose value and may have negative investment performance.

Illuminate may recommend selling positions for reasons that include, but are not limited to, harvesting capital gains or losses, business or sector risk exposure to a specific security or class of securities, overvaluation or overweighting of the position[s] in the portfolio, change in risk tolerance of Client, generating cash to meet Client needs, or any risk deemed unacceptable for the Client's risk tolerance.

### **Investment Strategy**

Illuminate will primarily use a portfolio, consisting of low-cost, diversified mutual funds, exchange-traded funds ("ETFs"), and individual municipal and corporate bonds to achieve the client's investment goals. Illuminate generally recommends portfolios consisting of mutual funds offered by Dimensional Fund Advisors (DFA). DFA sponsored mutual funds follow a passive asset class investment philosophy with low holdings turnover. Consequently, the DFA fund fees are generally lower than fees and expenses charged by other types of funds. Illuminate's investment strategy is primarily long-term focused, but Illuminate may buy, sell or re-allocate positions that have been held less than one year to meet the objectives of the Client or due to market conditions. Illuminate will monitor the portfolio to ensure it meets the goals, objectives, circumstances, and risk tolerance agreed to by the Client.

Initial public offerings (IPOs) and non-traded REITS are not available through Illuminate.

### **Risk of Loss**

Investing in securities involves certain investment risks. Securities may fluctuate in value or lose value. Clients should be prepared to bear the potential risk of loss. Illuminate will assist Clients in determining an appropriate strategy based on their tolerance for risk and other factors noted above. However, there is no guarantee that a Client will meet their investment goals.

Each Client engagement will entail a review of the Client's investment goals, financial situation, time horizon, tolerance for risk and other factors to develop an appropriate strategy for managing a Client's account. Client participation in this process, including full and accurate disclosure of requested information, is essential for the analysis of a Client's account. Illuminate shall rely on the financial and other information provided by the Client or their designees without the duty or obligation to validate the accuracy and completeness of the provided information. It is the responsibility of the Client to inform Illuminate of any changes in financial condition, goals or other factors that may affect this analysis.

Illuminate will work with each Client to determine their tolerance for risk as part of the portfolio construction process. However, all investment programs have certain risks that are borne by the investor. Investors face the following investment risks:

- **Interest-rate Risk:** Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- **Market Risk:** The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.
- **Inflation Risk:** When any type of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power is eroding at the rate of inflation.
- **Small and Medium Capitalization Risk:** Small and mid-size companies typically have more limited product lines, markets and financial resources than larger companies, and their securities may trade less frequently and in more limited volume than those of larger, more mature companies.

Specific security risks:

- **Fixed Income Risks.** When investing in bonds, there is the risk that issuer will default on the bond and be unable to make payments. Further, individuals who depend on set amounts of periodically paid income face the risk that inflation will erode their spending power. Fixed-income investors often receive set, regular payments that face the same inflation risk.
- **Interest Rate Risk.** If clients need to sell individual bond holdings before maturity and interest rates have risen, the bonds will likely lose value.
- **ETF and Mutual Fund Risks.** Owning Exchanged Traded Funds (ETFs) or mutual funds generally reflects the risks of owning the underlying securities holdings in the ETFs or mutual funds. When investing in ETFs or mutual funds, clients incurs expenses based on the pro rata share of the ETFs' or mutual funds' operating expenses and may also incur brokerage costs.

**Past performance is not a guarantee of future returns. Investing in securities and other investments involve a risk of loss that each Client should understand and be willing to bear. Clients are reminded to discuss these risks with the Advisor.**

## **Item 9 – Disciplinary Information**

Illuminate is required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of our firm or the integrity of our management. We have no information applicable to this Item.

## **Item 10 – Other Financial Industry Activities and Affiliations**

Neither Illuminate nor any affiliated person is registered as or have a pending application as a broker-dealer, futures commission merchant, commodity pool operator, or commodity trading advisor or as a representative of any of the foregoing entities.

solicitor

## **Item 11 – Code of Ethics, Participation or Interest in Client Transactions and Personal Trading**

### **Code of Ethics**

Illuminate has implemented a Code of Ethics that defines our fiduciary commitment to each Client. This Code of Ethics applies to all persons associated with Illuminate (our "Supervised Persons"). The Code of Ethics was developed to provide general ethical guidelines and specific instructions regarding our duties to our Clients. Illuminate LLC and its Supervised Persons owe a duty of loyalty, fairness and good faith towards each Client. It is the obligation of Illuminate LLC associates to adhere not only to the specific provisions of the Code, but also to the general principles that guide the Code. The Code of Ethics covers a range of topics that address ethics and conflicts of interest. To request a copy of our Code of Ethics, please contact us at 847-595-1315 or via email at [ben@illuminatewm.com](mailto:ben@illuminatewm.com).

### **Personal Trading with Material Interest**

Illuminate does not purchase or sell the same securities that Illuminate has a material interest in. Illuminate does not act as principal in any transactions. The Advisor will not engage in any principal transactions (i.e., trade of any security from or to the Advisor's own account) or cross transactions with other Client accounts (i.e., purchase of a security into one Client account from another Client's account[s]). In addition, the Advisor does not act as the general partner of a fund or advise an investment company. Illuminate does not have a material interest in any securities traded in Client accounts.

### **Personal Trading in Same Securities as Clients**

Illuminate allows our employees to purchase or sell the same securities that may be recommended to and purchased on behalf of Clients. Owning the same securities, we recommend (purchase or sell) to you presents a potential conflict of interest that, as fiduciaries, we must disclose to you and mitigate through policies and procedures. The fiduciary duty to act in the best interest of its Clients can potentially be violated if personal trades are made with more advantageous terms than Client trades, or by trading based on material non-public information. This risk is mitigated by the fact that most trades in a Client's account are mutual funds and ETFs that present little to no likelihood of a material conflict when purchasing the same securities.

## **Item 12 – Brokerage Practices**

### **Selecting Brokerage Firms**

Illuminate does not have discretionary authority to select the broker-dealer/custodian for custody and execution services for Client's accounts. Illuminate typically recommends that Clients establish accounts at Charles Schwab & Co., Inc and Schwab Institutional Service Group (collectively, and together with all affiliates, "Schwab") through which Schwab provides Illuminate with "institutional platform services. All Clients are serviced on a "directed brokerage basis", where Illuminate will place trades within the established account[s] at the broker-dealer/custodian designated by the Client. Further, Illuminate does not have the discretionary authority to negotiate commissions on behalf of our Clients on a trade-by-trade basis which may result in some Clients

paying more than other Clients for the execution of trades in their accounts.

When Illuminate may recommend a broker-dealer/custodian, it does so based on criteria such as, but not limited to, reasonableness of commissions charged to the Client, products and services made available to the Client, its reputation, and/or the location of the broker-dealer/custodian offices. Clients are not obligated to use the broker-dealer/custodian recommended by the Advisor and will not incur any extra fee or cost associated with using a broker-dealer/custodian not recommended by Illuminate. However, Client may not receive all of the same services provided to other Clients that do use a recommended broker-dealer/custodian.

**Soft Dollars** - Illuminate does not receive soft dollar benefits from service providers. There is no direct link between Illuminate's participation in Schwab's institutional customer program and the investment advice it gives to its clients.

### **Aggregating and Allocating Trades**

We do not combine multiple orders for shares of the same securities purchased for advisory accounts we manage commonly referred to as "block trading"). Illuminate manages Clients' accounts on an individual basis conducting trades independently for each Client. Accordingly, each Client may pay different prices, different commissions, fees, and/or transaction costs for the same securities transactions than other Clients pay.

## **Item 13 – Review of Accounts**

---

### **Frequency of Reviews**

Wealth Planning and Investment Management accounts are monitored on a regular basis. Reviews of clients' account are conducted by Benjamin Hockema and are generally conducted no less than annually. Reviews may be performed more frequently depending upon the needs of the Client.

### **Causes for Reviews**

Reviews may be conducted more or less frequently at the Client's request. Accounts may be reviewed as a result of major changes in economic conditions, known changes in the Client's financial situation, and/or large deposits or withdrawals in the Client's account. The Client is encouraged to notify Illuminate if changes occur in the Client's personal financial situation that might adversely affect the Client's investment plan. Additional reviews may be triggered by material market, economic or political events.

### **Review Reports**

The Client will receive account statements no less than quarterly from the custodian. These statements are sent directly from the custodian to the Client. The Client may also establish electronic access to the custodian's website so that the Client may view these reports and their account activity. Client statements will include all positions, transactions and fees relating to the Client's account[s]. The Advisor will also provide Clients with periodic reports regarding their holdings, allocations, and performance. Clients are responsible for reviewing their accounts.

## **Item 14 – Client Referrals and Other Compensation**

---

### **Compensation Received by Illuminate**

Illuminate is a fee-only advisory firm, who, in all circumstances, is compensated solely by the Client. Illuminate does not receive commissions or other compensation from product sponsors, broker-dealers or any un-related third party. Illuminate may refer Clients to various third parties to provide certain financial services necessary to meet the goals of its Clients, but no compensation is received for a referral.

### **Client Referrals from Solicitors**

Illuminate does have an internal solicitor engagement in place with one of its' owners, David Shirley, whereby Illuminate provides compensation to Mr. Shirley for a referred Client.

## **Item 15 – Custody**

Illuminate does not accept or maintain physical custody of any Client accounts; however, the firm is deemed to have constructive custody because client's consent to have their accounts directly debited for the payment of fees. All Clients assets are held at an independent qualified custodian. Custodians will send account statements to clients at least quarterly that typically detail any transactions in such account for the relevant period. Illuminate may from time to time, provide you with periodic reports from our firm that includes investment performance information. You are urged to carefully review and compare your account statements that you have received directly from your service provider with any report or statement you receive from our firm.

## **Item 16 – Investment Discretion**

Illuminate has discretion over the selection and amount of securities to be bought or sold in Client accounts without obtaining prior consent or approval from the Client. However, these purchases or sales may be subject to specified investment objectives, guidelines, or limitations previously set forth by the Client and agreed to by Illuminate. The granting of such authority will be evidenced by the Client's execution of an investment management services agreement containing all applicable limitations to such authority. All discretionary trades made by Illuminate will be in accordance with each Client's investment objectives and goals.

## **Item 17 – Voting Client Securities**

Clients will receive proxy statements directly from the Custodian. Illuminate does not accept proxy-voting responsibility for any Client but will assist in answering questions relating to proxies. However, the Client retains the sole responsibility for proxy decisions and voting. You will receive proxies or other similar solicitations directly from your selected custodian or transfer agent.

Further, Illuminate will have no power, authority, responsibility, or obligation to take any action with regard to any claim or potential claim in any bankruptcy proceeding, class action securities litigation or other litigation or proceeding relating to securities held at any time in a client account, including, without limitation, to file proofs of claim or other documents related to such proceeding, or to investigate, initiate, supervise or monitor class action or other litigation involving client assets.

## **Item 18 – Financial Information**

Neither Illuminate, nor its management, have any adverse financial situations that would reasonably impair the ability of Illuminate to meet all obligations to its Clients. Neither Illuminate, nor any of its advisory persons, has been subject to a bankruptcy or financial compromise. Illuminate is not required to deliver a balance sheet along with this Disclosure Brochure as the Advisor does not collect fees \$500 or more for services to be performed six months or more in advance.

## **Item 19 – Requirements for State-Registered Advisers**

Illuminate's sole and principal owner is Benjamin Hockema. Please See Form ADV Part 2B for the formal education and business background of Mr. Hockema.

Illuminate does not actively engage in any other business. The ADV Part 2B Brochure Supplement discusses any other business activities engaged in by Mr. Hockema.

Neither Illuminate nor any supervised persons is compensated with any performance-based fees for any advisory services.

Neither Illuminate nor any of its management persons has been involved in an award of or otherwise been found liable in an arbitration for a claim alleging damages in excess of \$2,500 involving: an investment or an investment-related business or activity; fraud, false statements, or other omissions; theft, embezzlement, or other wrongful taking of

property; bribery, forgery, counterfeiting, or extortion; or, dishonest, unfair, or unethical practices.

Neither Illuminate nor any of its management persons has been involved in an award of or otherwise been found liable in a civil, self-regulatory organization, or administrative proceeding involving: an investment or an investment-related business or activity; fraud, false statements, or other omissions; theft, embezzlement, or other wrongful taking of property; bribery, forgery, counterfeiting, or extortion; or, dishonest, unfair, or unethical practices.

Neither Illuminate nor any of its management persons has any relationship with any issuer of securities not listed in Item 10.c of ADV Part 2A.

**Form ADV Part 2B – Brochure  
Supplement**

for  
**Benjamin Hockema, CFP®  
CRD No. 6119597**

**ILLUMINATE WEALTH MANAGEMENT, LLC  
939 W. North Avenue Suite 750  
Chicago, IL 60642  
847-595-1315  
[www.illuminatewm.com](http://www.illuminatewm.com)**

**January 17, 2020**

This brochure supplement provides information about ILLUMINATE's personnel that supplements the ILLUMINATE brochure. You should have received a copy of the ILLUMINATE brochure. Please contact us at 847-595-1315 or by email at [ben@illuminatewm.com](mailto:ben@illuminatewm.com) if you did not receive the brochure or if you have any questions about the contents of this supplement.

Additional information about Ben Hockema is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) using Mr. Hockema's CRD No 6119597.

## **Brochure Supplement (Part 2B of Form ADV)**

---

**Benjamin Hockema, CFP®**

YOB: 1988

### **Item 2 – Educational Background and Business Experience**

---

#### **Education:**

Purdue University, Bachelor of Science in Economics, 2010

Mr. Hockema's designations require further information:

#### **CERTIFIED FINANCIAL Planner® (CFP®)**

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board").

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 71,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board's Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

**Business:**

- Illuminate Wealth Management, LLC.; Jan 2020 – Present. Owner, Investment Adviser Representative
- Deerfield Financial Advisors, Inc.: Jan 2020 - March 2020, Consultant,
- Deerfield Financial Advisors, Inc.: May 2010 – December, 2019, Financial Advisor,
- Deerfield Financial Advisors, Inc.: May 2007 - May 2010, Financial Planning Intern

**Item 3 – Disciplinary Information**

---

Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices. Benjamin Hockema has no legal or disciplinary events to report.

**Item 4 – Other Business Activities**

---

Benjamin Hockema is not registered, nor has an application pending to register, as a registered representative of a broker/dealer or associated person of a futures commission merchant, commodity pool operator, or commodity trading advisor. Therefore, he does not receive commissions, bonuses or other compensation based on the sale of securities, including that as a registered representative of a broker/dealer or the distribution or service ("trail") fees from the sale of mutual funds.

For a short period, of time, Mr. Hockema will be engaged as a consultant to his prior advisory firm.

**Item 5 – Additional Compensation**

---

Mr. Hockema will receive compensation from January 1, 2020 to March 31, 2020, from Deerfield Financial Advisors for being a consultant to the firm.

**Item 6 – Supervision**

---

Benjamin Hockema serves as the Chief Compliance Officer of Illuminate Wealth Management, LLC and there is no one in a supervisory capacity over him. Illuminate has implemented a Code of Ethics and internal compliance that guide each Supervised Person in meeting their fiduciary obligations to clients of Illuminate. Further, Illuminate is subject to regulatory oversight by various agencies. If you have any questions, Benjamin Hockema can be reached at 847-595-1315.

**Item 7 - Requirements for State Registered Advisers**

---

Arbitration Claims: None

Self-Regulatory Organization or Administrative Proceedings: None

Bankruptcy Petitions: None