

From Nick Crow & the Original Fool Wealth Founding Team

# Motley Fool Wealth Client? Here's What the Apollon Acquisition Means for You

15 Questions to Ask Before Q1 2026 — From the Original MFWM Founders



# A Letter from Nick Crow

Dear Fellow Investor,

When I founded [Motley Fool Wealth Management](#) back in 2014, we had a simple mission: bring the Foolish investment philosophy to people who wanted professional guidance without sacrificing the principles that made the Motley Fool special.

Own great businesses. Think long-term. Ignore the noise. Trust in the power of compounding.

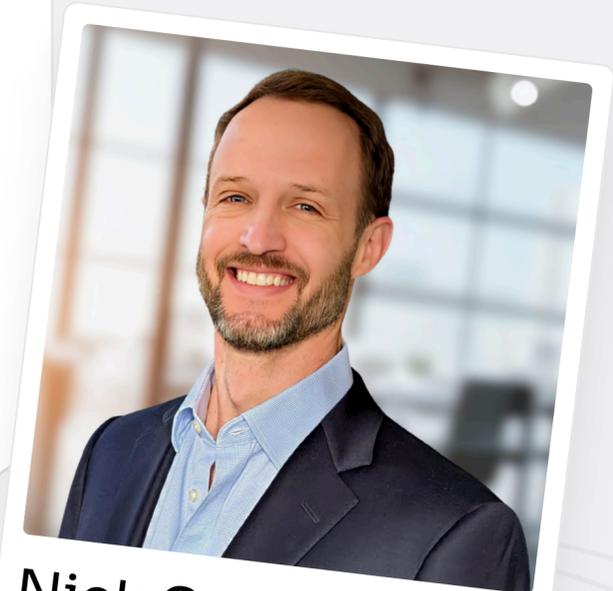
For more than a decade, MFWM served thousands of investors who shared those beliefs. Many of you reading this have been with the firm since those early days.

Now, as MFWM transitions to new ownership under [Apollon Wealth Management](#), I know you have questions. Concerns. Maybe even some anxiety about what comes next.

That's why I put this guide together.

I'm not here to tell you what to do. That's not my place. But I can help you understand what's happening, give you the right questions to ask, and make sure you're making informed decisions about your financial future.

Whatever you decide, I want you to feel confident that you asked the right questions and understood your options.



**Nick Crow, CFA**

COO, Investment Adviser  
Representative — Maridea  
Founder — Fool Wealth

# What's Actually Happening?

## The Facts

On December 4, 2025, Motley Fool Wealth Management announced it would be joining Apollon Wealth Management, a wealth management firm based in Mount Pleasant, South Carolina.

### Key details:

- Apollon manages approximately \$8.65 billion in client assets
- MFWM manages approximately \$1.5 billion in client assets
- The transaction is expected to close in Q1 2026
- The Motley Fool's publishing business and ETF division are not part of this transaction

## What This Means for You

As an MFWM client, your account and advisory relationship will transition to Apollon upon closing, unless you do not consent to the transition. You'll likely receive:

- Formal notification letters
- New account paperwork
- Information about your "new" advisory team
- Details about any changes to services or fees

## What's NOT Clear Yet

At the time of this writing, several important questions remain unanswered:

- Will your current advisor remain your primary contact?
- Will your investment strategy or portfolio allocation change?
- Will fees remain the same?
- How will the transition affect your existing holdings?

These are exactly the questions you should be asking. We'll help you do that in this guide.

# Understanding What You Signed Up For

## Why You Chose Fool Wealth in the First Place

If you're like most MFWM clients, you didn't choose a wealth management firm at random. You chose MFWM because of a philosophy - the Foolish philosophy.

### The core beliefs that likely attracted you:

1. Own Pieces of Great Businesses Rather than diversifying into hundreds of stocks or index funds, MFWM portfolios emphasized focused ownership in companies with durable competitive advantages.
2. The Ownership Mindset Think like an owner, not a trader. Hold for the long term. Don't panic when prices drop. Trust the businesses you own.
3. Active Stock Selection Unlike passive indexing, MFWM portfolio managers actively researched and selected individual companies based on fundamental analysis and the Foolish investing framework and the four pillars of quality.
4. High Conviction A portfolio with genuine "Active Share" - meaningfully different from the benchmark indexes, not a closet index fund charging active management fees.
5. The Community A shared language and values. You knew your advisor "got it" because they came from the same tradition you did.

## The Key Question

Does this philosophy survive the transition to a larger, more diversified wealth management platform?

That's what you need to find out.

# The Questions They Might Not Want You to Ask

## 1 Investment Philosophy

Will your money still be managed the way you expected?

## 2 Portfolio Changes & Taxes

What happens to your existing holdings?

Before You Sign  
Anything, Get Answers

## 3 Service & Relationship

Who will you actually be working with?

## 4 Fees & Value

Are you paying the same for less?

The next four pages cover each category in detail. →

CATEGORY 1

# Investment Philosophy Questions

Ask These Questions About How  
Your Money Will Be Managed

Questions	Why it matters	What to listen for
<p>01 Will my portfolio remain invested in individual stocks, or will I be migrated into ETFs and mutual funds?</p>	<p>The Foolish philosophy emphasizes owning individual businesses, not baskets of ETFs. If your portfolio is shifting to primarily funds, that's a fundamental change.</p>	<p>Vague answers like "we use a blend" or "it depends on your situation" may indicate a shift toward standardized model portfolios.</p>
<p>02 Does your firm explicitly aim to beat the market, or is the goal to capture market returns with appropriate risk management?</p>	<p>Most traditional RIAs focus on "risk-adjusted market returns" - essentially matching the market with less volatility. Many MFWM clients were attracted to the active stock selection approach and the potential it offered versus passive indexing.</p>	<p>Phrases like "we don't try to time the market" or "our goal is risk-adjusted returns" may signal a passive approach.</p>
<p>03 How does your investment committee research and select specific companies? Can you walk me through how you'd analyze a stock like Shopify or MercadoLibre?</p>	<p>If the firm uses third-party models or passive allocation strategies, they may not have a process for analyzing individual companies at all.</p>	<p>Watch for statements that refer to research in general without addressing specific company analysis.</p>
<p>04 What is your firm's philosophy on 'Active Share'?</p>	<p>Active Share measures how different a portfolio is from its benchmark. A low Active Share means you're paying active management fees for what's essentially an index fund.</p>	<p>If they don't know what Active Share is, or if they dismiss its relevance, that tells you something about their investment approach.</p>

CATEGORY 2

# Portfolio & Tax Questions

Ask These Questions About Your Existing Holdings

Questions	Why it matters	What to listen for
<p>01 If you intend to transition my current holdings to your firm's models, what is the estimated realized capital gains tax I'll face this year?</p>	<p>Moving from a concentrated stock portfolio to a diversified model often requires selling existing positions. If you've held stocks for years with significant gains, selling them triggers capital gains taxes - potentially tens of thousands of dollars.</p>	<p>If they can't give you a clear estimate, they may not have fully analyzed the tax implications of the transition.</p>
<p>02 Will you be selling my long-term winners because they don't fit your standard asset allocation models?</p>	<p>Some of your best-performing holdings may be positions you've held for 5, 10, or even 15+ years. Selling them may not be in your financial interest.</p>	<p>A good answer acknowledges your existing positions and offers to accommodate them. A potentially bad answer focuses on "getting you into our models."</p>
<p>03 Do you offer a strategy that can accommodate my existing low-basis stock positions without selling them?</p>	<p>Not all firms can handle custom portfolios with legacy positions. If they can't, you may be forced to choose between staying with your holdings or incurring a significant tax bill.</p>	<p>Watch for phrases like "our models are standardized" or "we'd need to discuss that with our operations team."</p>
<p>04 Can you provide a detailed breakdown of any transaction costs, trading fees, or other expenses I'll incur during the transition?</p>	<p>Beyond taxes, there may be trading costs, transfer fees, or other expenses that aren't immediately obvious.</p>	<p>Transparency is key. If they can't give you a clear picture of transition costs, proceed with caution.</p>

CATEGORY 3

# Service & Relationship Questions

Ask These Questions About Who You'll Be Working With

Questions	Why it matters	What to listen for
<p>01 Who will be covering my stocks and making the buy/sell decisions for my account? Is it the same team I originally signed up with, or a centralized investment committee?</p>	<p>One of the reasons you chose MFWM may have been the specific people managing your money. If decisions are now made by a committee in South Carolina that you've never met, that's a change.</p>	<p>Pay attention to whether you'll have direct access to decision-makers, or if you're now working with a "relationship manager" who isn't involved in investment decisions.</p>
<p>02 Will my current advisor remain my primary point of contact, or will I be assigned to someone new?</p>	<p>Advisory relationships are built on trust developed over time. Starting over with a new advisor means rebuilding that relationship from scratch.</p>	<p>If your current advisor isn't staying, ask why - and ask to meet your new advisor before the transition completes.</p>
<p>03 How often will I hear from my advisor? What does your standard service model look like?</p>	<p>Service levels vary dramatically across wealth management firms. Some firms provide quarterly reviews and proactive outreach; others only respond when you call them.</p>	<p>Get specifics. "We're always available" is not the same as "You'll have a scheduled portfolio review every quarter and a comprehensive planning meeting annually."</p>
<p>04 If I have concerns during the transition, who should I contact? What's the escalation process?</p>	<p>Transitions are messy. Things fall through the cracks. Knowing who to call when something goes wrong can save you significant stress.</p>	<p>A clear answer with specific names and contact information suggests a well-organized transition. Vague answers suggest otherwise.</p>

CATEGORY 4

# Fees & Value Questions

Ask These Questions About What You're Paying For

Questions	Why it matters	What to listen for
<p>01 Will my advisory fee remain the same after the transition?</p>	<p>This seems obvious, but fee changes can be buried in paperwork. Get explicit confirmation in writing.</p>	<p>Watch for language about “new fee schedules” or “updated pricing structures” that might indicate changes.</p>
<p>02 If my portfolio is transitioning from active stock selection to a model-based approach using funds, will my fees decrease to reflect the lower level of active management?</p>	<p>Active stock selection requires significant research and ongoing monitoring. If you’re moving to a passive or model-based approach, the amount of work involved in managing your account decreases. Your fees should reflect that.</p>	<p>If fees stay the same but service becomes more standardized, you’re paying more for less.</p>
<p>03 What additional services or benefits will I receive under the new firm that I didn’t have before?</p>	<p>The announcement mentioned “expanded offerings including financial planning, investments, and estate planning services.” Understand specifically what’s new and whether those services are included in your existing fee or cost extra.</p>	<p>Specifics about new services.</p>

# Your Options

You Have More Control Than You Might Think

After asking the questions in this guide, you'll likely fall into one of three categories:

## OPTION 1

### Stay with Apollon

If you're satisfied with the answers you receive, staying may be the right choice. The transition will happen after you consent and sign the required form, and you'll continue with your advisory relationship under new ownership.

#### BEST FOR

Clients who are comfortable with potential portfolio restructuring and any associated tax implications, confident in the new firm's investment approach, and satisfied with their ongoing advisory relationship.

## OPTION 2

### Stay, But Negotiate

You can accept the transition while requesting specific accommodations:

- Keep existing holdings without forced liquidation
- Maintain a particular investment strategy
- Work with a specific advisor
- Lock in current fee structure

#### BEST FOR

Clients who appreciate aspects of the new arrangement but aren't confident they're receiving sufficient value for the fees charged, or have specific concerns that may be addressed through negotiation.

## OPTION 3

### Explore Alternatives

You're not obligated to stay. You can transfer your account to another RIA, a different wealth management firm, or even manage your own investments.

If you choose this path, consider:

- Does the new firm share your investment philosophy?
- Can they accommodate your existing positions without triggering unnecessary taxes?
- Do you trust the people you'll be working with?

#### BEST FOR

Clients whose core concerns aren't addressed by the new arrangement, or who want an advisory relationship more aligned with their original reasons for joining MFWM.

# Where the Original MFWM Team Went

## A Note About Maridea

We want to be transparent: This guide was created by Maridea Wealth Management, where several members of the original MFWM founding team now work.

In total, multiple members of our team came from the Motley Fool family, bringing the same investment approach and philosophy that attracted you to MFWM in the first place.

## Why does this matter to you?

We were there at the beginning. We helped build the philosophy you signed up for. We understand the “Ownership Mindset” because we helped create it. We’ve been managing these types of portfolios since 2014.

If you’re looking for an alternative that preserves the investment approach you originally wanted, we may be a fit.

If you’re staying with Apollon and just wanted help asking the right questions, we’re glad this guide was useful.

Either way, we’re here if you need us.

## Our connection to MFWM:



### Nick Crow, CFA

Former President of of Motley Fool Wealth Management who founded it in 2014, scaled it to over \$2.3 billion in assets.



### Bryan Hinmon, CFA

Former Chief Investment Officer of MFWM, helped build the investment philosophy.



### Mike Padilla

Former Fool Wealth Financial Advisor, was one of the members of the first cohort of financial planners in 2014.



### Jared Chase

Former Fool Wealth Client Service Associate supporting.



### Sean Sun

President, former Motley Fool colleague who reunited with Nick and Bryan at Maridea.



### Tom Jacobs

Investment Advisor, former Motley Fool portfolio manager

# Complimentary Portfolio Transition Review

## We're Here to Help

If you'd like a second opinion on your situation, we're offering complimentary Portfolio Transition Reviews for MFWM clients navigating this change.

### What's included:

- ✔ 30-minute consultation with a Maridea advisor
- ✔ Review of your current portfolio composition
- ✔ Analysis of potential tax implications if holdings are sold
- ✔ Discussion of your options and priorities
- ✔ Honest assessment of whether Maridea is a fit for your needs

## No obligation. No sales pressure. Just clarity.

We know this is a stressful time. We've been through transitions ourselves. The least we can do is help you make an informed decision.

## Schedule Your Review



OR

Visit  
[Portfolio Review](#)

Call  
(983) 203-0215

Email  
[nick@marideawealth.com](mailto:nick@marideawealth.com)



# About Maridea Wealth Management

Maridea Wealth Management is a registered investment advisor serving clients nationwide. We specialize in working with investors who believe in the power of owning great businesses for the long term.

## Our Philosophy

- ✔ Own pieces of great businesses
- ✔ Think like an owner, not a trader
- ✔ Focus on the long term
- ✔ Ignore the noise

Sound familiar? We thought so.



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