

# HomeRun Financial, LLC

## Wrap Fee Program Brochure

*This wrap fee program brochure provides information about the qualifications and business practices of HomeRun Financial, LLC. If you have any questions about the contents of this brochure, please contact HomeRun IQ at (844) 474-4747 or by email at: [info@homeruniq.com](mailto:info@homeruniq.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.*

*Additional information about HomeRun Financial, LLC is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). HomeRun Financial, LLC's CRD number is: 293085.*

1161 Mission Street Floor 1  
San Francisco, CA 94103  
(844) 474-4747  
[info@homeruniq.com](mailto:info@homeruniq.com)  
<https://www.homeruniq.com/>

*Registration does not imply a certain level of skill or training.*

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## **Item 2: Material Changes**

HomeRun Financial, LLC has not yet filed an annual updating amendment to this Wrap Fee Program Brochure. Therefore there are no material changes to this brochure to report.

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## Item 4: Services Fees and Compensation

HomeRun Financial, LLC (hereinafter “HomeRun Financial”), a separate entity, in association with HomeRun IQ, Corporation (hereinafter “HomeRun IQ”) offers the following services to advisory clients:

### A. Description of Services

HomeRun Financial participates in and sponsors a wrap fee program, which allows it to manage client accounts for a single fee that includes portfolio management services, clearing, and reporting, and brokerage costs. HomeRun Financial provides robo-advisory portfolio management services via an online interface.

HomeRun IQ is focused on providing clients in the real estate industry the ability to understand, plan, and to implement a comprehensive capital reserves strategy to meet future funding obligations.

HomeRun Financial is an optional investment service, only offered as additional service based on the HomeRun IQ service. The fee schedule is set forth below:

HomeRun IQ charges monthly a flat-fee on a per unit basis, where a unit is considered to be an apartment, a condo, townhome, a home in a planned development or a single-family residence. Thus, for the purposes of the monthly fee, a two-condo building, has two units and a 300-townhome complex has 300 units.

Included in HomeRun IQ service is the following:

- 
- Physical Property Information Management
- Property Capital Accounting
- Budgetary and Financial Planning Scenarios
- Property Governance
- Compliance Documentation

Per Unit Per Month	Minimum monthly
\$10	\$100

The maximum price of potential services per unit per month is \$50 and as the number of properties increase, the price per unit can decrease. For very large properties or those that do not fit a per unit definition, HomeRun IQ will consider exceptions negotiated on a case-by-case basis.

If a client does not have the detailed physical property information for HomeRun IQ services, the collection of this information could require a separate fee, such as

a component list or reserves study, and a service potentially provided by a 3<sup>rd</sup> party. This fee will be on a per property basis.

Included in HomeRun Financial service is the following:

- Investment Management Services
- Liability Driven Investment Allocation
- Portfolio Rebalancing
- Performance Reporting

AUM Assets Under Management
0.20%

HomeRun Financial is not compensated by the investment products or financial service providers. Our goal is to provide clients the best possible services to plan and meet their long-term objectives and have aligned our business model accordingly.

These fees maybe negotiable depending upon client needs and complexities , and a final fee schedule is attached as Exhibit II with each client contract.

Fees are invoiced to the client monthly through HomeRun IQ.

Clients may terminate the service without penalty at any time, if not part of any promotional program, through the on-line service. The final effective date will be the subsequent monthly billing date.

## **B. Contribution Cost Factors**

The program may cost the client more or less than purchasing such services separately. There are several factors that bear upon the relative cost of the program, including the trading activity in the client's account, the adviser's ability to aggregate trades, and the cost of the services if provided separately. This in turn depends on the prices and specific services offered by different providers as well as the size of the client account and economies of scale that may or may not be achieved.

## **C. Additional Fees**



Clients who participate in the wrap fee program will not have to pay separately for transaction or trading fees.

#### **D. Compensation of Client Participation**

Neither HomeRun Financial, nor any representatives of HomeRun Financial receive any additional compensation beyond advisory fees for a client's participation in the wrap fee program. HomeRun Financial seeks to target the most cost-efficient investment offerings, however, total compensation received may be more than what would have been received if the client paid separately for investment advice, brokerage, and all other included services. Therefore, HomeRun Financial may have a financial incentive to recommend the wrap fee program to clients.

### **Item 5: Account Requirements and Types of Clients**

HomeRun Financial generally provides its wrap fee program services to the following types of clients:

- ❖ Real Estate Properties, Corporations or Business Entities

There is no minimum account size.

### **Item 6: Portfolio Manager Selection and Evaluation**

#### **A. Selecting/Reviewing Portfolio Managers**

HomeRun Financial may work with sub-advisors and diligently select necessary service providers such as administration and custodian within this wrap fee program.

#### ***Standards Used to Calculate Portfolio Manager Performance***

HomeRun Financial will use appropriate industry benchmarks based on client strategy to calculate portfolio manager performance.

#### ***Review of Performance Information***

HomeRun Financial provides performance information quarterly for client review. HomeRun Financial reviews the performance information at least quarterly to determine and verify its accuracy and compliance with presentation standards,

## **B. Related Persons**

HomeRun Financial and its personnel serve as the portfolio managers for all wrap fee program accounts. This is a conflict of interest in that no outside adviser assesses HomeRun Financials' management of the wrap fee program. However, HomeRun Financial addresses this conflict by acting in its clients' best interest consistent with its fiduciary duty as sponsor and portfolio manager of the wrap fee program.

## **C. Advisory Business**

HomeRun Financial offers portfolio management services to its wrap fee program participants as discussed in Section 4 above.

### ***Wrap Fee Portfolio Management***

HomeRun Financial offers ongoing portfolio management services based on the individual goals, objectives, time horizons, and risk tolerance of each client. HomeRun Financial creates an Investment Policy Statement for each client, which outlines the client's current situation (contributions, income, expenses, tax levels, and risk tolerance levels) and then constructs a plan (the Investment Policy Statement) to aid in the selection of a portfolio that seeks to match each client's specific needs and goals. Portfolio management includes, but is not limited to, the following:

- |                       |                                |
|-----------------------|--------------------------------|
| • Investment strategy | • Investment policy            |
| • Asset allocation    | • Asset selection              |
| • Risk tolerance      | • Regular portfolio monitoring |

HomeRun Financial evaluates the current investments of each client with respect to its risk tolerance levels and time horizons. Risk tolerance levels are documented in the Investment Policy Statement, which is given to each client.

Portfolio management accounts participating in the wrap fee program will not have to pay separately for transaction or trading fees, since these fees are included in Assets Under Management fee. HomeRun Financial will charge clients one fee, and pay transaction fees using the wrap fee collected from the client. Certain other fees are not included in the wrap fee and are paid for separately by the client outside the scope of services provided under the wrap fee program and may include transfer taxes, wire transfer fees and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions, and additional paper statements.

Accounts participating in the wrap fee program are not charged higher advisory fees based on trading activity, but clients should be aware that HomeRun Financial has an incentive to limit trading activities for those accounts since the firm absorbs

those transaction costs. To address this conflict, HomeRun Financial will always act in the best interest of its clients consistent with its fiduciary duty as an investment adviser.

### ***Performance-Based Fees and Side-By-Side Management***

HomeRun Financial does not charge performance-based fees or other fees based on a share of capital gains on, or capital appreciation of, the assets of a client.

### ***Services Limited to Specific Types of Investments***

HomeRun Financial generally limits its investment advice to registered investment companies, such as mutual funds, exchange traded funds, fixed income securities, equities and treasury inflation protected/inflation linked bonds. HomeRun Financial may use other securities as well to help diversify a portfolio when applicable.

### ***Client Tailored Services and Client Imposed Restrictions***

HomeRun Financial will tailor a program for each individual client based on its potential funding obligations. This will include gathering information to understand the client's specific needs and requirements and designing a plan that will be executed by HomeRun Financial on behalf of the client. HomeRun Financial may use model portfolios in combination with other techniques that are based on a client's obligations, restrictions, needs, and targets.

Clients may not impose restrictions in investing in certain securities or types of securities in accordance with their social values or beliefs.

### ***Wrap Fee Programs***

HomeRun Financial sponsors and acts as portfolio manager for this wrap fee program. HomeRun Financial manages the investments in the wrap fee program. The fees paid to the wrap account program will be given to HomeRun Financial as a management fee.

### ***Amounts Under Management***

HomeRun Financial has the following assets under management:

Discretionary Amounts:	Non-Discretionary Amounts:	Date Calculated:
\$0	\$0	August 2018

## ***Methods of Analysis and Investment Strategies***

HomeRun Financials' method of analysis include modern portfolio theory supported by mathematical computer simulations.

**Modern portfolio theory** involves the mathematical analysis of expected return relative to risk, using diversification and asset allocation, to assess potential investment approaches that mitigate risk relative to return.

## ***Investment Strategies***

HomeRun Financial uses long-term trading and does not engage in short sales.

**Investing in securities involves a risk of loss, including the total loss of your investment, that you, as a client, should be prepared to bear.**

## ***Material Risks Involved***

**Modern portfolio theory** mathematical analysis relies on historical information that informs potential expected values. This strategy may fail to take account new circumstances that did not exist when the historical data were generated.

## ***Investment Strategies***

**Long-term trading** is designed to capture market rates of both return and risk. Due to its nature, a long-term, multi-year, investment strategy can expose clients to various types of risk that will typically surface at various intervals during the time the client owns the investments. These risks include but are not limited to:

- Inflation (purchasing power) risk,
- Interest rate risk,
- Economic risk,
- Market risk,
- Credit risk
- Income risk
- Manager risk
- Stock market risk
- Currency risk
- Call risk
- Emerging risk
- and political/regulatory risk.

**Investing in securities involves a risk of loss, including the total loss of your investment, that you, as a client, should be prepared to bear.**

### ***Risks of Specific Securities Utilized***

Clients should be aware that there is a material risk of loss using any investment strategy. The investment types listed below, aside from United States Treasuries, are not guaranteed or insured by the FDIC or any other government or state agency.

**Mutual Funds:** Investing in mutual funds carries the risk of capital loss and thus you may lose money investing in mutual funds. All mutual funds have costs that lower investment returns.

**Equity** investments generally refer to buying shares of securities in return for receiving a future payment of dividends and/or capital gains if the value of the securities increases. The value of equity securities may fluctuate in response to specific situations for each company, industry conditions and the general economic environments.

**Fixed income** investments generally pay a return on a fixed schedule, though the amount of the payments can vary. This type of investment can include corporate and government debt securities, leveraged loans, high yield, and investment grade debt and structured products, such as mortgage and other asset-backed securities, although individual bonds may be the best-known type of fixed income security. In general, the fixed income market is volatile and fixed income securities are subject to interest rate risk. As interest rates rise, bond prices usually fall, and vice versa. This effect is usually more pronounced for longer-duration securities. Fixed income securities also are subject to inflation risk, liquidity risk, call risk, and credit and default risks for both issuers and counterparties. The risk of default on treasury inflation protected/inflation linked bonds is dependent upon the U.S. government defaulting; however, they carry a potential risk of losing price value. Risks of investing in foreign fixed income securities also include the general risk of non-U.S. investing described below.

**Exchange Traded Funds (ETFs):** An ETF is an investment fund traded on stock exchanges, similar to stocks. Investing in ETFs carries the risk of capital loss. Areas of concern include the lack of transparency in products and increasing complexity, conflicts of interest and the possibility of inadequate regulatory compliance.

**Past performance is not a guarantee of future returns. Investing in securities involves a risk of loss, including the total loss of your investment, that you, as a client, should be prepared to bear.**

### ***Voting Client Proxies***

HomeRun Financial will not ask for, nor accept voting authority for client securities. Clients will receive proxies directly from the issuer of the security or

the custodian. Clients should direct all proxy questions to the issuer of the security.

### **Item 7: Client Information Provided to Portfolio Managers**

All client information relating to managing the portfolio (including basic information, risk tolerance, sophistication level, and income level) is provided to the portfolio manager. The portfolio manager will also have access to that information as it changes and is updated.

### **Item 8: Client Contact with Portfolio Managers**

HomeRun Financial online service can receive electronic inquiries at any time, info@homerunfi.com. Normal business hours are 9am – 5pm PST for general service inquiries, (844) 474-4747. HomeRun Financials' representatives can be reached during regular business hours. Contact information is on the cover page of the Form ADV Part 2B brochure supplement.

### **Item 9: Additional Information**

#### **A. Disciplinary Action and Other Financial Industry Activities**

##### ***Criminal or Civil Actions***

There are no criminal or civil actions to report.

##### ***Administrative Proceedings***

There are no administrative proceedings to report.

##### ***Self-regulatory Organization Proceedings***

There are no self-regulatory organization proceedings to report.

##### ***Registration as a Broker/Dealer or Broker/Dealer Representative***

Neither HomeRun Financial nor its representatives are registered as or have pending applications to become a broker/dealer or as representatives of a broker/dealer.

##### ***Registration as a Futures Commission Merchant, Commodity Pool Operator, or Commodity Trading Advisor***

Neither HomeRun Financial nor its representatives are registered as or have pending applications to become a Futures Commission Merchant, Commodity Pool Operator, or Commodity Trading Advisor.

***Registration Relationships Material to this Advisory Business and Possible Conflicts of Interests***

Neither HomeRun Financial nor its representatives have any material relationships to this advisory business that would present a possible conflict of interest.

***Selection of Other Advisors or Managers and How This Adviser is Compensated for Those Selections***

All assets are supervised by HomeRun Financial management. HomeRun Financial may work with sub-advisors and diligently select necessary service providers such as administration and custodian based on experience, performance and cost. These sub-advisors will be directly compensated for their advisory and services that provides HomeRun Financial clients competitive pricing and does not conflict with HomeRun Financials' fiduciary responsibilities.

**B. Code of Ethics, Client Referrals, and Financial Information**

***Code of Ethics***

Homerun Financial has a written Code of Ethics pursuant to Rule 204A-1 of the Investment Advisors Act of 1940 as amended that covers the following areas: Prohibited Purchases and Sales, Insider Trading, Personal Securities Transactions, Exempted Transactions, Prohibited Activities, Conflicts of Interest, Gifts and Entertainment, Confidentiality, Service on a Board of Directors, Compliance Procedures, Compliance with Laws and Regulations, Procedures and Reporting, Certification of Compliance, Reporting Violations, Compliance Officer Duties, Training and Education, Recordkeeping, Annual Review, and Sanctions. Our Code of Ethics is available free upon request to any client or prospective client.

***Recommendations Involving Material Financial Interests***

HomeRun Financial does not recommend that clients buy or sell any security in which a related person to HomeRun Financial or HomeRun Financial has a material financial interest.

***Investing Personal Money in the Same Securities as Clients***

From time to time, representatives of HomeRun Financial may buy or sell securities for themselves that they also recommend to clients. This may provide an opportunity for representatives of HomeRun Financial to buy or sell the same

securities before or after recommending the same securities to clients resulting in representatives profiting off the recommendations they provide to clients. Such transactions may create a conflict of interest. HomeRun Financial will always document any transactions that could be construed as creating a conflict of interest and will prohibit trading that operates to the client's disadvantage when similar securities are being bought or sold by HomeRun Financial representatives.

### ***Trading Securities At / Around the Same Time as Clients' Securities***

From time to time, representatives of HomeRun Financial may buy or sell securities for themselves at or around the same time as clients. This may provide an opportunity for representatives of HomeRun Financial to buy or sell securities before or after recommending securities to clients resulting in representatives profiting off the recommendations they provide to clients. Such transactions may create a conflict of interest; however, HomeRun Financial has procedures in place to monitor and prohibit trading that operates to the client's disadvantage when similar securities are being bought or sold.

### ***Frequency and Nature of Periodic Reviews***

The overall investment portfolio and its composition is reviewed at least quarterly by the Investment committee or members of this organization. Client accounts are reviewed at least quarterly by the Chief Compliance Officer (CCO) or a member of the compliance department. This review assesses clients' accounts with regard to their performance, investment policies and risk tolerance levels. All accounts at HomeRun Financial are assigned to this department.

### ***Factors That Will Trigger a Non-Periodic Review of Client Accounts***

Reviews may be triggered by material market, economic or political events, or by changes in a client's financial situation.

### ***Content and Frequency of Regular Reports Provided to Clients***

Each client will receive at least quarterly from the custodian, a written report that details the client's account including assets held and current asset value.

### ***Economic Benefits Provided by Third Parties for Advice Rendered to Clients (Includes Sales Awards or Other Prizes)***

HomeRun Financial does not receive any economic benefit, directly or indirectly from any third party for advice rendered to HomeRun Financial clients.

### ***Compensation to Non – Advisory Personnel for Client Referrals***



HomeRun Financial does not directly or indirectly compensate any person who is not advisory personnel for client referrals.

### ***Balance Sheet***

HomeRun Financial does not require nor solicit prepayment of more than \$1,200 in fees per client, six months or more in advance and therefore does not need to include a balance sheet with this brochure.

### ***Financial Conditions Reasonably Likely to Impair Ability to Meet Contractual Commitments to Clients***

Neither HomeRun Financial nor its management have any financial conditions that are likely to reasonably impair our ability to meet contractual commitments to clients.

### ***Bankruptcy Petitions in Previous Ten Years***

HomeRun Financial has not been the subject of a bankruptcy petition in the last ten years.