



## Form ADV Part 2A

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*This 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 Financial at (844) 474-4747 or by email at: [info@homerunhq.com](mailto:info@homerunhq.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.*

*Registration does not imply a certain level of skill or training.  
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## Item 2: Material Changes

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There are no material changes to this brochure to report.

## Item 3: Table of Contents

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## Item 4: Advisory Business

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### Description of the advisory firm

HomeRun Financial, LLC (hereinafter “HomeRun Financial”) is a corporation organized in the State of Delaware. The firm was formed in February 2018, and the principal owner is HomeRun IQ, Inc.

### Types of advisory services

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:

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, custody, reporting, and brokerage costs. HomeRun Financial provides robo-advisory portfolio management services via an online interface. HomeRun Financial shall have full discretionary authority to supervise and direct the investment and rebalancing of client accounts through the custodian.

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 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 investment objectives and goals 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 & rebalancing
- Asset selection
- Risk tolerance
- Regular portfolio monitoring

HomeRun Financial generally limits its investment advice to registered investment securities, 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 evaluates the current investments of each client with respect to its goals and objectives and time horizons. Goals and objectives are documented in the Investment Policy Statement, which is given to each client.

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 program

HomeRun Financial participates in a wrap fee program. Portfolio management accounts participating in the wrap fee program will not have to pay separately for custody, 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.

## Assets under management

HomeRun Financial has the following assets under management:

Discretionary Amounts:	Non-Discretionary Amounts:	Date Calculated:
\$0	\$0	January 2019

## Item 5: Fees and Compensation

### Fee schedule

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
<i>2019 Base: Annual inflation-based increases may apply</i>	

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.

Included in HomeRun Financial service is the following:

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

Assets Under Management (AUM) Maximum
0.50%

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 may be negotiable depending upon client needs and complexities, and a final fee schedule is attached as an exhibit with each client contract.

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.

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

## Payment of fees

Fees are invoiced to the client monthly or quarterly through HomeRun Financial. The Custodian will collect fees from client account and transfer to HomeRun Financial.

Clients may terminate the service without penalty upon at least 15 days' prior written notice to the other party, if not part of any promotional program, through the on-line service. The final effective date will be the subsequent monthly or quarterly billing date.

## Client responsibility for third party fees

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.

## Prepayment of fees

HomeRun Financial does not require nor solicit prepayment of more than \$1,200 in fees.

## Outside compensation for the sale of securities to clients

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 6: Performance-based Fees and Side-by-side Management

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

## Item 7: Types of Clients

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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 8: Methods of Analysis, Investment Strategies, & Risk of Loss

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### 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.

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

### Material risks involved

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.

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.

### 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.

**Income risk:** The chance that the fund's income will decline because of falling interest rates. Funds for which income is based on short-term interest rates—which can fluctuate significantly over short periods—income risk is expected to be high.

**Manager risk:** The chance that poor security selection will cause the fund to underperform relevant benchmarks or other funds with a similar investment objective.

**Credit risk:** The chance that the issuer of a security will fail to pay interest or principal in a timely manner or that negative perceptions of the issuer's ability to make such payments will cause the price of that security to decline.  
**Industry concentration risk:** The chance that there will be overall problems affecting a particular industry.

**Stock market risk:** The chance that stock prices overall will decline. Stock markets tend to move in cycles, with periods of rising stock prices and periods of falling stock prices. The fund's target index may, at times, become focused in stocks of a particular sector, category, or group of companies.

**Country/Regional risk:** The chance that world events—such as political upheaval, financial troubles, or natural disasters—will adversely affect the value of securities issued by companies in foreign countries or regions. Because the fund may invest a large portion of its assets in securities of companies located in any one country or region, its performance may be hurt disproportionately by the poor performance of its investments in that area. Country/Regional risk is especially high in emerging markets.

**Currency risk:** The chance that the value of a foreign investment, measured in U.S. dollars, will decrease because of unfavorable changes in currency exchange rates.

**Emerging markets risk:** The chance that the stocks of companies located in emerging markets will be substantially more volatile, and substantially less liquid, than the stocks of companies located in more developed foreign markets because, among other factors, emerging markets can have greater custodial and operational risks; less developed legal, tax, regulatory, and accounting systems; and greater political, social, and economic instability than developed markets.

**Call risk:** The chance that during periods of falling interest rates, issuers of callable bonds may call (redeem) securities with higher coupons or interest rates before their maturity dates. The fund would then lose any price appreciation above the bond's call price and would be forced to reinvest the unanticipated proceeds at lower interest rates, resulting in a decline in the fund's income. For mortgage-backed securities, this risk is known as prepayment risk.

**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.**

## Item 9: Disciplinary Information

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### 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.

## Item 10: Other Financial Industry Activities and Affiliations

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### 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 a representative of a broker/dealer.

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

Neither HomeRun Financial nor its representatives are registered as or have pending applications to become either a Futures Commission Merchant, Commodity Pool Operator, or Commodity Trading Advisor or an associated person of the foregoing entities.

### 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 Advisers or Managers and How This Adviser is Compensated for Those Selections

HomeRun Financial may work with sub-advisors and diligently select necessary service providers such as administration and custodian within this wrap fee program. HomeRun Financial is not compensated for or does not participate in sharing fees with service providers. Clients who participate in the wrap fee program will not have to pay separately for these service providers.

Although HomeRun Financial will seek to select only money managers who will invest clients' assets with the highest level of integrity, HomeRun Financial's selection process cannot ensure that money managers will perform as desired and HomeRun Financial will have no control over the day-to-day operations of any of its selected money managers. HomeRun Financial would not necessarily be aware of certain activities at the underlying money manager level, including without limitation a money manager's engaging in unreported risks, investment "style drift" or even regulator breach or fraud. In monitoring and analyzing the third-party advisers, HomeRun Financial uses benchmarking analysis, assessing whether the adviser's performance has met, exceeded, or fallen short of comparable benchmarks (e.g., Russell 2000, S&P 500, etc.), together with comparison against any stated benchmarks the adviser has set for itself.

Currently, HomeRun Financial may utilize portfolios created by Vanguard Institutional Advisory Services consisting of Vanguard mutual funds.

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

## Item 11: Code of Ethics, Participation or Interest in Client Transaction and Personal Trading

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### 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 IQ 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.

## Item 12: Brokerage Practices

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### Factors used to select custodians and/or broker/dealers

HomeRun Financial administers a wrap program with fee including trading and transaction costs for all its clients.

While HomeRun Financial has no formal soft dollars' program in which soft dollars are used to pay for third party services, HomeRun Financial may receive research, products, or other services from custodians and broker-dealers in connection with client securities transactions ("soft dollar benefits"). HomeRun Financial may enter into soft-dollar

arrangements consistent with (and not outside of) the safe harbor contained in Section 28(e) of the Securities Exchange Act of 1934, as amended. There can be no assurance that any particular client will benefit from soft dollar research, whether or not the client's transactions paid for it, and HomeRun Financial does not seek to allocate benefits to client accounts proportionate to any soft dollar credits generated by the accounts. HomeRun Financial benefits by not having to produce or pay for the research, products or services, and HomeRun Financial will have an incentive to recommend a broker-dealer based on receiving research or services. Clients should be aware that HomeRun Financial's acceptance of soft dollar benefits may result in higher commissions charged to the client.

HomeRun Financial receives no referrals from a custodian or third party in exchange for using that custodian or third party.

HomeRun Financial will require clients to use a specific custodian to hold assets in custody. Not all advisers require clients to use a particular custodian.

### **Aggregating (block) trading for multiple client accounts**

If HomeRun Financial buys or sells the same securities on behalf of more than one client, then it may (but would be under no obligation to) aggregate or bunch such securities in a single transaction for multiple clients in order to seek more favorable prices, lower brokerage commissions, or more efficient execution. In such case, HomeRun Financial would place an aggregate order with the broker on behalf of all such clients in order to ensure fairness for all clients; provided, however, that trades would be reviewed periodically to ensure that accounts are not systematically disadvantaged by this policy. HomeRun Financial would determine the appropriate number of shares and select the appropriate brokers consistent with its duty to seek best execution, except for those accounts with specific brokerage direction (if any).

## **Item 13: Review of Accounts**

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### **Frequency and nature of periodic reviews and who makes those 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.

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

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

HomeRun Financial may receive compensation in connection with its use of third-party advisors.

Charles Schwab & Co., Inc. Advisor Services (hereinafter "Schwab") provides HomeRun Financial with access to Schwab's institutional trading and custody services, which are typically not available to Schwab's retail investors. These services generally are available to independent investment advisers on an unsolicited basis, at no charge to

them. Schwab includes brokerage services that are related to the execution of securities transactions, custody, research, including that in the form of advice, analyses and reports, and access to mutual funds and other investments that are otherwise generally available only to institutional investors or would require a significantly higher minimum initial investment. For HomeRun Financial client accounts maintained in its custody, Schwab generally does not charge separately for custody services but is compensated by account holders through commissions or other transaction-related or asset-based fees for securities trades that are executed through Schwab or that settle into Schwab accounts.

Schwab also makes available to HomeRun Financial other products and services that benefit HomeRun Financial but may not benefit its clients' accounts. These benefits may include national, regional or HomeRun Financial specific educational events organized and/or sponsored by Schwab. Other potential benefits may include occasional business entertainment of personnel of HomeRun Financial by Schwab personnel, including meals, invitations to sporting events, including golf tournaments, and other forms of entertainment, some of which may accompany educational opportunities. Other of these products and services assist HomeRun Financial in managing and administering clients' accounts. These include software and other technology (and related technological training) that provide access to client account data (such as trade confirmations and account statements), facilitate trade execution (and allocation of aggregated trade orders for multiple client accounts, if applicable), provide research, pricing information and other market data, facilitate payment of HomeRun Financial's fees from its clients' accounts (if applicable), and assist with back-office training and support functions, recordkeeping and client reporting. Many of these services generally may be used to service all or some substantial number of HomeRun Financial's accounts. Schwab also makes available to HomeRun Financial other services intended to help HomeRun Financial manage and further develop its business enterprise. These services may include professional compliance, legal and business consulting, publications and conferences on practice management, information technology, business succession, regulatory compliance, employee benefits providers, and human capital consultants, insurance and marketing. In addition, Schwab may make available, arrange and/or pay vendors for these types of services rendered to HomeRun Financial by independent third parties. Schwab may discount or waive fees it would otherwise charge for some of these services or pay all or a part of the fees of a third-party providing these services to HomeRun Financial. HomeRun Financial is independently owned and operated and not affiliated with Schwab.

## 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.

## Item 15: Custody

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HomeRun Financial does not take custody of client accounts at any time. Custody of client's accounts is held primarily at the client's custodian. Clients will receive account statements from the custodian and should carefully review those statements for accuracy.

## Item 16: Investment Discretion

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HomeRun Financial provides discretionary investment advisory services to clients. The advisory contract established with each client sets forth the discretionary authority for trading. Where investment discretion has been granted, HomeRun Financial generally manages the client's account and makes investment decisions without consultation with the client as to when the securities are to be bought or sold for the account, the total amount of the securities to be bought/sold, what securities to buy or sell, the price per share, or the broker/dealer. In some instances, HomeRun Financial's discretionary authority in making these determinations may be limited by conditions imposed by a client (in investment guidelines or objectives, or client instructions otherwise provided to HomeRun Financial).

## Item 17: Voting Client Securities (Proxy Voting)

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HomeRun Financial will not ask for, nor accept voting authority for client securities. Clients may 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 18: Financial Information

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### 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.