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### **Firm Brochure ADV Part 2A**

March 31, 2022

### **ITEM 1 – COVER PAGE**

This Brochure provides information about the qualifications and business practices of Copper Financial Network, LLC ("CuFi" or "Copper Financial"). If you have any questions about the contents of this Brochure, please contact CuFi at 913.905.3600 or [investments@cu.financial](mailto:investments@cu.financial).

CuFi is a registered investment adviser with the SEC. Registration of an investment adviser does not imply any level of skill or training. Additional information about CuFi is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission ("SEC") or by any state securities authority.

Non-Deposit Investment Products offered through CuFi are not federally insured, are not guaranteed by or obligations of CuFi and may involve investment risk, including possible loss of principal.

More information about CuFi can be found at <https://cu.financial/>.

## ITEM 2 - MATERIAL CHANGES

Copper Financial (“CuFi”, “we” or “us”) is required to discuss only material changes that have occurred since the last annual Brochure update. Our Brochure was last updated July 26, 2021. Material changes to our Brochure are summarized below:

### Item 4

- Added clarification that not every Advisor offers financial planning services.
- Added United Asset Strategies, Inc. as an approved TPMA Manager.
- Clarified Advisors can recommend the TPMA Manager and the investment strategy.

### Item 5

- Lowered the maximum advisory fee from 3% to 2.5%.

### Item 7

- Added information that Managers or custodians may create eligibility requirements to establish or hold an account with the Manager or custodian based on client residency and citizenship.

Other edits not deemed material may have been made during our review and update of CuFi’s Brochure dated March 31, 2022, to clarify existing information already covered in the Brochure.

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## ITEM 4 - ADVISORY BUSINESS

Copper Financial (referred to as “CuFi”, “we” or “us”) is a broker-dealer registered with the SEC and a member of FINRA and a federally registered investment adviser. We offer financial planning and investment advisory services to you through our registered Investment Advisor Representatives (“Advisor”).

We offer the following advisory programs: Financial Planning, referral to various Third-Party Manager Accounts (TPMA), and recommendations of model portfolios designed by third-party managers and managed by us (Asset Allocation Managed Portfolios). This Brochure discusses Financial Planning and TPMA advisory services. Asset Allocation Managed Portfolios (“AAMP”) is a Wrap Fee Program and described in our Wrap Fee Program Brochure available from your Advisor on at [cu.financial/disclosures](https://cu.financial/disclosures).

Copper Financial is a Missouri limited liability company and is a wholly owned subsidiary of CommunityAmerica CUSO One, LLC (“CUSO One”). CUSO One is wholly owned by CommunityAmerica Credit Union (“CACU”), a privately held organization.

Our Advisors primarily work with members of credit unions. This includes members of CACU, our parent company, as well as members of credit unions with which we have entered into a bank networking agreement to provide investment services to their members (“Program Credit Union”). See Item 10 for additional information.

The following advisory services are discussed in this Brochure: Financial Planning and our Third-Party Manager Accounts (“TPMA”) program, which involves CuFi referring clients to approved third-party managers.

CuFi offers additional advisory programs, including wrap fee programs. Your Advisor can provide you information related to our wrap fee program and other advisory services not discussed in this Brochure or you can access the Advisory Brochures section of CuFi’s website at <https://cu.financial/disclosures/>.

As of December 31, 2021, we have regulatory assets under management in the amount of \$294,345,172, which we manage on a discretionary basis. We currently do not manage any client assets on a non-discretionary basis. Additionally, we have \$259,948,728 in assets under administration. While we provide administrative services regarding these assets under administration, we are not currently providing continuous investment management services to these assets as this is done by the manager. Accordingly, we have total platform assets of \$554,293,900.

### WORKING WITH YOUR ADVISOR

Your Advisor can offer both investment advisory services and products and brokerage services and products. There are important considerations when selecting the services and products best suited to your investment needs and goals, including, but not limited to your unique financial situation, investment objective, risk tolerance and investment time frame.

**Advisory Relationship** – As a federally registered investment adviser, we and our Advisors are fiduciaries to you. This means that we and your Advisor must act solely in your best interest when offering you investment advisory services and products. Generally, fees we charge for investment advisory services and products are either hourly or asset based as described in this Brochure.

**Brokerage Relationship** – As a broker-dealer, we and our financial professionals must ensure that the brokerage

products and services we recommend are in your best interest based on your stated investment objective, risk tolerance, tax status and other personal financial information you provide. Generally, you will pay commissions to purchase and sell brokerage products. See the Regulation Best Interest Disclosure at <https://cu.financial/disclosures/> for additional information on fees charged on brokerage accounts. For brokerage accounts held at our clearing firm, Apex Clearing, you will also be subject to account maintenance and servicing fees as outlined in the Brokerage Fee Schedule maintained at <https://cu.financial/disclosures/>.

### **Factors to Consider When Deciding Between Investment Advisory and Brokerage Relationship:**

#### **Advisory Relationship**

- Seek ongoing advice and monitoring on your account.
- Prefer to pay ongoing fees based on assets under management rather than based on the number of transactions.
- Seek a fiduciary relationship with an Advisor who must act in your best interest.
- Periodic portfolio rebalancing.

#### **Brokerage Relationship**

- Seek advice only on individual transactions with no ongoing monitoring of your investments.
- Prefer commission-based compensation paid on a per transaction basis.
- Seek a relationship with a financial professional who must make recommendations in your best interest.

## **FINANCIAL PLANNING SERVICES**

We, through our Advisors, offer financial plans and investment advice consistent with your financial status, investment objective, risk tolerance, investment time frame and tax status.

Financial planning is an interactive and collaborative process intended to assist you in accomplishing one or more financial or personal goals. Together, you and your Advisor will work through some or all of the financial planning process elements described below to develop a financial plan specific to your needs and goals:

- **Initial Engagement:** Discuss your specific financial and personal goals and concerns
- **Gather Data:** Discuss your current financial situation in more detail. This will entail the collection from you of various documents such as bank and brokerage account statements, tax returns, estate planning documents and insurance policies. We will rely on you to provide accurate and complete information.
- **Analyze Data:** We will evaluate and analyze your current financial needs and goals based on the data and documents you provide, and we will use this analysis to develop a set of recommendations intended to lead to assist you in attaining your financial and personal goals.
- **Recommendations:** We will deliver a written financial plan that will provide recommendations based on our analysis of the data and documents you provide to us.

Your financial plan will address one or more of the following goals:

- **Retirement:** Analyze projected retirement income and expenses based on defined retirement goals you provide. The analysis may suggest potential retirement shortfalls or surpluses which we will address with strategies to meet your retirement capital and income needs.
- **Education Funding:** Analyze educational planning goals for specific periods. This analysis may outline potential gaps in your current education funding and provide strategies to eliminate the gaps.
- **Goal Funding:** Analyze your specific personal goals and provide strategies to fund those goals.

- **Survivor Income Needs:** Analyze the potential financial impact of an untimely death of a spouse based on defined financial goals. This analysis will provide strategies to help meet survivor income goals.
- **Disability Income:** Analyze the potential impact of an unplanned disability on financial needs. This analysis will provide strategies to help meet necessary income requirements.
- **Long-Term Care:** Analyze the potential impact of long-term care expenses on your overall financial goals. This analysis will provide risk strategies for ensuring sufficient benefits to cover long-term care financial obligations.
- **Estate Planning:** Analyze your current estate and the benefits of implementing various estate planning techniques and strategies such as wills, revocable trusts, irrevocable trusts, and gifting programs.
- **Asset Allocation:** Analyze basic asset allocation strategies for specific financial goals based on individual time horizons, investment objectives, and risk tolerance levels
- **Business Planning:** Analyze the issues related to business planning and the potential impacts it may have on business and personal financial goals.
- **Income Tax Planning:** Analyze the estimated impact taxes may have on your income, assets, and financial goal, including the tax implications of various investment products and strategies.

We and our Advisors do not offer legal, tax or accounting advice when preparing the personal financial plan, business planning, or providing investment recommendations. None of the fees for services under this program relate to legal, tax or accounting services. If you need legal, tax or accounting services, it shall be your responsibility to obtain them.

We have a conflict of interest when recommending our financial planning services as there is an incentive for us to recommend products or services for which we or your Advisor may receive compensation. However, you are under no obligation to act upon any financial planning recommendations or to implement any financial planning recommendations through us or your Advisor.

### **THIRD PARTY MANAGED ACCOUNTS (TPMA)**

Our TPMA program provides access to various unaffiliated third-party managers (Manager or Managers). We decide which Managers to include in TPMA ("approved Managers") and whether to remove and replace a manager based on several factors, including client needs, investment styles available in the marketplace, platform capacity, client demand and composite performance. As part of its ongoing Manager due diligence process, CuFi will, among other things, ensure that every Manager is properly licensed and registered as an investment adviser.

**NOTE: Our due diligence review of Managers does not substitute for your ongoing monitoring of your TPMA account(s) and performance.**

We will act as a solicitor for the Managers we include in TPMA. When acting as a solicitor for the Managers we introduce clients to the Manager and recommend the client obtain advisory services from the Manager. Each solicitor arrangement with Managers will be conducted pursuant to a written solicitor agreement between us and the Manager that is consistent with SEC Rule 206(4)-3. Your Advisor will refer Managers from our list of approved Managers that they believe best meet your stated investment objectives, goals, investment time frame, and risk tolerance. If the assets in your TPMA account(s) constitute only a portion of your total assets, we will not be responsible for the proper diversification of those other assets.

You grant the Manager(s) you select discretionary authority to manage the individual securities in your TPMA

account(s) ("Funds and securities"). As such, all buy and sell decisions will be made by the Manager without consulting you in advance. The Manager also has authority to select broker-dealers or other qualified custodians to custody your account and to execute transactions. Managers may use our Clearing Firms (as discussed in Item 15 below) to custody the Funds and securities in your TPMA account(s) and execute transactions for your account(s) or may choose another broker-dealer in their sole discretion. You should contact the Manager(s) you select to determine what types of investment restrictions you may impose on your TPMA account. Please consult each Manager's ADV Part 2A brochure for more information about their investment strategies/styles, fees, trading costs, best execution, investment risks, disciplinary information, error correction, trade aggregation and bunching, step out trading practices, program, and account costs, etc. The Manager will provide their brochure at the time of, or prior to, TPMA account opening, which should be in a similar format to this CuFi Brochure.

### **List of Managers**

The following is a list of approved Managers currently available through TPMA:

- Brinker Capital Investments, Inc.
- Asset Mark, Inc.
- Morningstar Investment Services, Inc.
- United Asset Strategies, Inc.

Below is a list of important features of TPMA that you should consider before selecting a Manager:

- You receive a solicitor disclosure from your Advisor for each Manager that discloses certain information about the Manager and the fees we will receive from the Manager for your referral
- You will receive a brochure similar to this Brochure from your Manager(s) at the time or prior to the time you establish a TPMA account with the Manager(s)
- You will enter into a client agreement with the Manager(s) you select that, among other things, grants discretionary authority to the Manager to execute securities transactions without consulting you in advance and describes the Manager's fees and costs
- Your Manager(s) will select one or more broker-dealers to custody your assets and execute your securities transactions
- Your Manager(s) will charge a fee for their services which will be deducted from your TPMA account
- Your Manager(s) is responsible for selecting investment styles and individual securities
- You must contact your Manager(s) to ascertain what types of restrictions you may request for your account
- We will, upon request from your Manager(s), provide certain information about you to your Manager(s)
- Your Advisor will answer general questions about your Manager(s).

You will have a contractual relationship with your Manager(s) and should contact your Manager(s) directly to:

- Discuss your account(s) and investment performance
- Review your Manager's investment philosophy and investment style to determine the ongoing compatibility of your Manager(s) to your investment objectives, financial goals, tax considerations and risk tolerance
- Request information regarding conflicts of interest between you and your Manager(s)
- Discuss questions about your Manager's Form ADV and Brochure
- Discuss any reasonable restrictions you may decide to place on your account
- Discuss your Manager's fees and costs

- Discuss your Manager's proxy voting policies
- Discuss the nature and frequency of reports your Manager will provide to you

You assume responsibility for monitoring your Manager's investment practices and performance. We will not:

- Make any representation concerning your manager's qualifications or investment acumen
- Bear responsibility for the services rendered, information provided by, or for any recommendations made by your Manager(s)
- Endorse, recommend, or otherwise suggest that your Manager(s) will make suitable investment decisions
- Undertake to investigate or monitor the appropriateness of your Manager's investment style, investment decisions, best execution, or selection of broker-dealers

**NOTE: The ultimate decision to participate in TPMA and the selection of your Manager(s) is your responsibility.**

## ITEM 5 - FEES AND COMPENSATION

### FINANCIAL PLANNING FEES

Before commencing the financial planning process, you and your Advisor will meet to discuss, among other things, the complexity of your financial situation, your specific personal and investment objectives, needs, risk tolerance, the investment products and services we offer, the time it will take to review the background materials you provide to your Advisor, the time that will be spent interacting with your other professional advisors, if requested by you, and the frequency of meetings and contacts you will have with your Advisor to ensure we serve your investment needs. You and your Advisor will then negotiate a fee for your financial plan based on the above factors. In certain limited situations we may consider preparing a financial plan for a flat fee.

The fee for each financial plan created by your Advisor will generally be determined at the rate of \$250 per hour. You may negotiate the hourly rate with your Advisor based on the factors discussed above. The maximum fee for each financial plan is \$5,000.00. We may offer financial planning services at no charge or at a reduced fee to clients. We may charge clients with similar financial situations different fees based on the rates negotiated between the client and the Advisor. Each subsequent or additional plan may be subject to a new financial planning fee.

### TPMA FEES

Each Manager in the TPMA program has its own brochure that describes the Manager's fees and billing policies. Please refer to the Manager's brochure for specific information about each Manager. The maximum annual fee on any TPMA account is 2.5% of assets under management. All Managers will pay a portion of their fee collected from your TPMA account(s) to us and our Advisor as compensation for our role as a solicitor. The portion of the fee paid by the Manager to us and our Advisor is negotiable by you.

In general, advisory fees are established in a written advisory agreement between you and the Manager(s). You will also incur certain charges imposed by our Clearing Firm and the TPMA qualified custodians, and other third parties such as custodial fees, odd-lot differentials, low balance fees, transfer taxes, retirement account maintenance and termination fees, wire transfer fees, electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions that may be required by law. These fees are exclusive of and in addition to the advisory fees charged by the Manager. Contact the Manager or the custodian holding your



account for additional information on the fees charged to your TPMA account. We will not receive any portion of these fees.

In most cases, your TPMA account will be maintained with the custodian utilized by the Manager. If the Manager does not mandate the use of a specific custodian, we will recommend that you establish your TPMA account with our Clearing Firm (described in Item 15 below). If our Clearing Firm is the custodian of your TPMA account(s), we will receive a portion of any one of or all of the following service fees, as applicable: outgoing transfers, wired funds, inactive accounts, stop payments, direct registration of securities, margin extensions, ticket charges, retirement account maintenance and termination fees, as well as asset-based fees on money market positions, uninvested cash balances, margin balances and cash sweeps to bank accounts. Your Advisor does not receive a portion of these fees.

## **OTHER FEES**

In addition to the advisory fees described above, you will also incur certain fees charged by mutual fund companies and exchange-traded funds which are disclosed in the applicable prospectus. Examples of these fees include deferred sales charges, administrative expenses, internal management fees and other service fees. For more information about these fees please read the summary or full prospectus for each mutual fund and the disclosure document for ETFs. We and your Advisor do not receive a portion of these fees.

You may be able to obtain similar advisory services and securities separately for a lower fee through a brokerage account or an advisory account with another investment adviser. Several factors determine whether it will cost more or less to participate in one of our TPMA accounts or another brokerage or investment advisory account where you purchase advice and securities separately, including size of your account, the types of securities in which you invest, the level of trading activity in your account, and whether the securities involve internal or other expenses in addition to an investment advisory fee. You should consider these and other differences when deciding whether to invest through an investment advisory or a brokerage account. Nevertheless, cost is only one factor in determining which type of investment account is most appropriate for you. You should also consider your ability to access investment managers and securities that are best suited to your personal and investment goals and risk tolerance.

**CuFi is affiliated with CACU. Employees of CACU may refer clients to CuFi to speak with an Advisor regarding the investment advisory services described in Item 4 above. Employees who make a referral to CuFi will receive a one-time payment of up to \$50 regardless of whether a CuFi account is opened by the client referred by CACU. Similarly, employees of an unaffiliated Program Credit Union may refer clients to CuFi to speak with an Advisor regarding the investment advisory services described in Item 4 above. Employees of Program Credit Unions who make a referral to CuFi may receive a one-time nominal payment, paid by the Program Credit Union, regardless of whether a CuFi account is opened by the referral.**

## **Conflicts**

We and our Advisors earn compensation based on the amount of assets in your account. You will pay us and your Advisor more in advisory fees as the assets in your account increase. This creates an incentive for us and our Advisors to recommend that you increase the assets in your account. We mitigate this conflict by supervising and monitoring the recommendations made by our Advisors to reasonably ensure that such recommendations are in your best interest.

We generate more revenue when a client invests in our Asset Allocation Managed Portfolios (AAMP) program than we do when they invest in our TPMA account. AAMP is a wrap fee program sponsored by CuFi described

in Appendix 1 to this Brochure. This creates an incentive for us and our Advisors to offer AAMP to our clients. The same Strategists and Models may be available in both AAMP and TPMA, but we are able to charge clients reduced asset-based fees in AAMP. For certain clients, a TPMA account may be offered when their unique financial situation and needs cannot be met through a Model offered in AAMP. We mitigate this conflict by supervising and monitoring the recommendations made by our Advisors to reasonably ensure that such recommendations are in your best interest. See our Form ADV 2A Appendix 1 Wrap Fee Program Brochure for additional information about our AAMP program.

Your Advisor's compensation is tied to meeting sales targets as determined by CuFi or the Program Credit Union's compensation plan. Firm-paid cash and non-cash compensation, incentives, contests, quotas, and bonuses for financial professionals are tied to factors including asset accumulation or growth, total sales, and appraisals or performance reviews. These arrangements can be tied to broker-dealer activity only, investment advisory activity only, or both. These arrangements incentivize your Advisor to encourage the purchase of additional investments in the account or product type that result in your Advisor meeting his or her sales targets. This conflict is especially acute as your Advisor approaches the deadline for meeting sales targets, which is typically at the end of the calendar year. We mitigate this conflict by supervising and monitoring the recommendations made by our Advisors to reasonably ensure that such recommendations are in your best interest.

The amount of compensation we share with your Advisor depends on the type of investments recommended to you, your Advisor's sales volume, and the compensation plan of CuFi or the Program Credit Union. The amount of commissions, fees, transaction-based payments, ongoing payments, and other forms of compensation we share with Advisors is dictated by a compensation grid used. Our compensation grid is not investment neutral, meaning that the percentage of the compensation for any given transaction that your Advisor receives varies based on the investment recommended. Our non-investment-neutral grid incentivizes your Advisor to recommend to you the investment that results in the highest net payout for your Advisor.

Advisors may be compensated differently on broker-dealer activity than they are on investment advisory activity, which creates an incentive to recommend one activity or product type over another. In addition, the compensation grid of CuFi or a Program Credit Union can have thresholds or bands that enable your Advisor to increase his or her compensation through an incremental increase in sales. Moreover, your Advisor's payout percentage can be adjusted annually depending on your Advisor's total sales and overall performance. These thresholds, bands and payout percentage adjustments incentivize your Advisor to encourage you to make additional investments that result in your Advisor meeting certain sales targets and other metrics. This conflict is especially acute as your Advisor approaches a sales threshold or the deadline for meeting sales targets, which is typically at the end of the calendar year. We mitigate this conflict by supervising and monitoring the recommendations made by our Advisors to reasonably ensure that such recommendations are in your best interest.

## **ITEM 6 - PERFORMANCE-BASED FEES**

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

## **ITEM 7 - TYPES OF CLIENTS**

We provide investment advisory services to individuals, entities, charitable institutions, foundations, endowments, and trusts. For our Financial Planning Services, we will accept new advisory clients regardless of

their investable assets or account size. For TPMA accounts, we will accept new advisory clients who meet the minimum initial investment amounts proscribed by the Managers.

The Manager and the custodian selected by the Manager may create eligibility requirements to establish an account based on client residency or citizenship. Given these requirements, you may be required to provide documentation to CuFi, the Manager, or custodian to document your residency or citizenship. If a client's residency or citizenship changes after the account is established or the Manager or custodian change their eligibility requirements, the Manager or Custodian may terminate your TPMA agreement and require you to liquidate your holdings or transfer them to another Custodian, where they will no longer be managed by the Manager. This liquidation could result in taxable consequences to you if your account.

## ITEM 8 - METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS

### TPMA

Your Advisor will review and analyze information provided by you about your financial situation, investment objectives, investment time frame and risk tolerance and will use such information to recommend a Manager(s) and a specific investment strategy. The Manager(s) you select will determine the method and source of their investment analysis and investment styles and may utilize varying techniques in formulating investment advice or the management of assets for clients. Please refer to the Brochure of each Manager for more information about their investment styles, investment selection, performance, fees, and risk of loss. All investments selected by Managers carry market risk. The future performance of any specific investment or investment strategy is not guaranteed and you may lose money. Investing in any class of securities (including mutual funds, ETFs, and individual stocks) involves the risk of loss. Different types of investments have varying degrees of risk. You must be prepared to experience loss of value in your account, including the loss of your original principal.

We will, as part of our ongoing Manager due diligence, determine if and when a Manager should be replaced due to poor performance or concerns with non-compliance with regulatory requirements. When determining whether or not to replace a Manager, we may also take into account the number of client assets held with that particular Manager and the overall cost and tax impact that replacing the Manager may cause to you and other clients. Clients must consider that replacing a Manager may result in the sale of your securities, which will likely subject you to adverse tax obligations. Clients should seek advice related to any adverse tax obligation from their tax professional.

There are certain additional risks that you should consider when investing in a TPMA Portfolio(s) including, but not limited to:

- **Risk of Owning Individual Stocks.** Individual stocks are susceptible to general market fluctuations and to volatile increases and decreased in value as market confidence in and perceptions of their issuers change.
- **ETF and Mutual Fund Risk.** Owning ETFs and mutual funds involves certain investment management and operating expenses, which are shared on a pro rata basis by all owners of the ETFs and mutual funds. The risk of owning an ETF or mutual fund is directly proportional to the risk of the funds and securities held by them. You may incur brokerage costs when purchasing and selling ETFs and mutual funds. Leveraged and inverse ETFs are not appropriate for many investors due to their unique characteristics and market risks. Although leveraged and inverse ETFs can be a useful investment tool for some investors in limited circumstances, it is extremely important for you to understand that holding these ETFs longer than one day may result in significant losses. CuFi does not have any control over the holdings within the ETFs or mutual funds held in your TPMA account.

- **General Risks of Investing.** All securities and investment strategies involve risk, the degree of which may vary significantly. Investment performance can never be predicted or guaranteed, and the value of your securities will fluctuate due to market conditions and other factors. Investments made and the actions taken by the Manager(s) with respect to the securities held in your TPMA accounts will be subject to various market, liquidity, economic and political risks that the Manager(s), we, and you cannot control. You should review the offering materials and other disclosures available for each of your securities to obtain an accurate appreciation for their associated risks and fees.
- **Responsible Investing and ESG Risks.** Clients utilizing responsible investing strategies and environment, social responsibility and corporate governance (ESG) factors may underperform strategies which do not utilize responsible investing and ESG considerations. Responsible investing and ESG strategies may operate by either excluding the investments of certain issuers or by selecting investments based on their compliance with factors such as ESG. These strategies may exclude certain sectors or industries from a client's portfolio, potentially negatively affecting the client's investment performance if the excluded sector or industry outperforms. Responsible investing and ESG are subjective by nature, and the Manager may rely on analysis and 'scores' provided by third parties in determining whether a security meets the Manager's standards for inclusion or exclusion. A client's perception may differ from the Managers, CuFi's or a third party on how to judge an issuer's adherence to responsible investing principles.

## ITEM 9 - DISCIPLINARY INFORMATION

We are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of us or the integrity of our investment advisory activities.

We have no applicable information to disclose.

## ITEM 10 - OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS

We are dually registered with the SEC and FINRA as a broker-dealer and federally registered with the SEC as an investment adviser. We are also a licensed insurance agency offering life insurance and annuities. These are our primary businesses. We are a wholly owned subsidiary of CACU, an entity qualified to sell National Credit Union Association ("NCUA") regulated products in certain counties in Kansas and Missouri. We are a wholly owned subsidiary of CommunityAmerica CUSO One, LLC. We may also make referrals for clients to purchase insurance products not available through CuFi through CommunityAmerica Insurance Agency ("CAIA"), which is also a related entity owned by CUSO One.

We also offer Trust Services through an arrangement with National Advisors Trust Company ("NATC") under the marketing name CommunityAmerica Trust Services. NATC is a Federal Savings Bank. If you enter into a Trust Service arrangement with us and NATC, we or NATC may act as trustee with respect to your investment accounts and for other assets in any trust. NATC will provide record keeping and other ancillary services as trustee.

As noted in Item 4, we enter into bank networking agreements with unaffiliated Program Credit Unions to offer broker-dealer and registered investment adviser services to their credit union members. Pursuant to the networking agreement with the credit union, and to the extent permitted by law, we share a portion of the Financial Planning or TPMA fees we receive with the credit union. Advisors who serve Program Credit Unions may be registered with us as a broker-dealer representative only or registered with us as both a broker-dealer representative and investment advisor representative. Advisors working with Program Credit Unions are permitted to offer the Financial Planning Services discussed in this brochure or other advisory programs offered

by CuFi as discussed in our other brochures, including Wrap Fee Program Brochures. Advisors associated with a Program Credit Union require approval from CuFi to offer TPMA services to a client.

Your Advisor may be registered with our broker-dealer, investment adviser, and insurance agency. In this capacity, your Advisor will receive compensation for recommending clients establish brokerage, financial planning, investment advisory, and insurance relationships with us.

As a result of providing financial planning services to you, your Advisor may recommend that you invest in Funds and securities and investment or insurance services that will result in compensation being paid to your Advisor. This presents a conflict of interest.

## **ITEM 11 - CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING**

We place significant value on ethical conduct for all advisory business. In addition to our obligation to comply with the federal securities laws, we have established a standard of business conduct required of all our personnel in our Code of Ethics. Our Code of Ethics is designed to protect clients by deterring misconduct and preventing fraud by reinforcing fiduciary principles that must govern the conduct of our personnel. An Adviser, as a fiduciary to its clients, is responsible for providing professional, continuous, and unbiased investment advice. Fiduciaries owe their clients a duty of honesty, good faith, and fair dealing. To ensure that our Advisors and employees strictly adhere to the highest standard of conduct and integrity in conducting business on behalf of our clients, we require all personnel to certify to our Code of Ethics.

In addition, the Code of Ethics governs personal trading by all personnel and is intended to ensure that personal securities transactions effected by personnel are conducted in a manner that avoids any actual or potential conflict of interest between personnel and clients of ours or our affiliates. We collect and maintain records of securities holdings and securities transactions effected by our personnel. These records are reviewed to identify and resolve potential conflicts of interest. We will furnish a copy of our Code of Ethics to you upon request. You may contact your Advisor at their office number or our home office at 913.905.3600.

## **ITEM 12 - BROKERAGE PRACTICES**

The broker-dealer that maintains your advisory account and executes trades is also referred to as the qualified custodian. Your TPMA Manager will select the broker-dealer to hold your account(s). A TPMA Manager may use one or several broker-dealers as custodians. This may include our Clearing Firm (described in Item 15 below). All purchases and sales of securities in your TPMA accounts will be executed through and held by the broker-dealer(s) selected by your Manager for TPMA accounts (which may include our Clearing Firm).

Please see each Manager's Brochure for further information about order handling, including aggregating or bunching orders.

We do not have soft dollar arrangements, nor do we receive any client referrals from broker-dealers that we recommend.

## **ITEM 13 - REVIEW OF ACCOUNTS**

New TPMA accounts are reviewed and approved by a Supervisory Principal associated with CuFi. You and your Advisor should meet at least annually to discuss whether to change or terminate a TPMA Manager or change

your portfolio or any of its funds and securities. Annual reviews and attempts to schedule annual reviews are documented and retained by us. Your Advisor must obtain your written permission to change or terminate a TPMA Manager or portfolio.

You will receive from your qualified custodian(s) at a minimum, quarterly account statements describing positions and activity in your TPMA account(s). For any month there is trading activity in the account, you will receive a statement detailing that month's activity. Written performance reports may be provided by your TPMA Manager detailing your current asset allocation and performance. CuFi and our Advisors may also provide you with periodic performance reports and consolidated statements of your accounts and holdings. We urge you to carefully review these performance reports and consolidated statements and alert us or your Advisor promptly if there are any discrepancies or errors. Consolidated statements are provided for informational purposes and as a courtesy to our clients. We have an agreement with a third-party technology vendor to implement and host the consolidated statement and performance reporting platform. The technology vendor is not affiliated with us. We believe the data provided on consolidated statements is reliable, but the accuracy and completeness of the information is not guaranteed and has not been verified by us. The data in the consolidated statement is a compilation of information from various financial sources. In the event of any discrepancy, the statement you receive directly from the qualified custodian maintaining your account(s) are the official records of your holdings and the valuations on those statements should be relied upon.

Financial planning services terminate upon delivery of the financial plan. Thus, there are no ongoing reviews conducted by us. However, your Advisor will offer you the opportunity for periodic reviews as desired. You may also choose to engage us for subsequent services to review and update your financial plan at any time due to major life events or changes in the economic environment. If you engage us to prepare an updated plan, you will enter into a new investment advisory agreement for financial planning services. All financial planning updates or reviews are conducted by your Advisor.

## **ITEM 14 - CLIENT REFERRALS AND OTHER COMPENSATION**

### **SOLICITATION ACTIVITIES AND RECEIPT OF REFERRAL FEE**

We act as a Solicitor for various TPMA Managers pursuant to solicitation agreements with the Managers. We and your Advisor will receive compensation for referring clients to TPMA Managers for investment management services. The nature of the Solicitor relationship and the amount of compensation is disclosed by your Advisor to you in writing before or at the time of the referral.

### **OTHER COMPENSATION**

In addition to the fees discussed in Item 5 above, we receive compensation from certain TPMA Managers for ongoing marketing and sales support activities including, but not limited to, training, educational meetings, due diligence reviews, and day-to-day marketing and/or promotional activities. Not all Managers pay such compensation. This compensation may be paid to CuFi directly or paid to CuFi or a vendor on behalf of our Advisor. These payments are not made directly to an Advisor, but the Advisor may benefit by not having to pay for these services themselves. This is a conflict of interest as it will result in CuFi providing the TPMA Managers that provide us this additional compensation with increased access to our Advisors. This additional access to Advisors and the additional financial support paid on behalf of an Advisor creates a conflict of interest for the Advisor and could cause the Advisor to recommend a TPMA Manager to you that has this additional access and/or provides financial support on the Advisor's behalf over a TPMA Manager that does not have additional access to the Advisor or provide financial support on their behalf.

We permit our Advisors to accept small gifts from TPMA Managers. This creates a conflict for the Advisors to recommend services offered by these Managers. We mitigate this conflict by prohibiting gifts of cash or cash-equivalents and limiting the value of the gifts to no more than \$100 per year from any one Manager.

## **ITEM 15 - CUSTODY**

We are dually registered as a broker-dealer and federally registered investment adviser and have a clearing relationship with our Clearing Firm:

Apex Clearing Corporation  
350 North St. Paul Street  
Suite 1300  
Dallas, TX 75201

For TPMA accounts, your account will be maintained by the qualified custodian selected by the Manager, which may include our Clearing Firm. All qualified custodians are independent and have no affiliation with us.

You will receive quarterly statements and possibly other reports from your qualified custodians for each of your TPMA accounts. We urge you to carefully review each statement and report and alert your Advisor or the Manager promptly if there are any discrepancies or errors. Additionally, you are reminded to make all checks and securities payable/endorsed to the specific qualified custodian(s) of your TPMA accounts, and not to us or your Advisor.

## **ITEM 16 - INVESTMENT DISCRETION**

You will grant to your TPMA Manager(s) discretionary authority to buy and sell securities in your account. Discretionary authority includes the authority to determine the security and the amount to be bought or sold without obtaining your prior consent. This discretionary authority does not include withdrawing funds or securities from your account(s). Discretionary authority is granted only by you and must be in writing. Discretionary authority can be withdrawn by you; however, this action will result in the termination of your account as the TPMA Manager only provides discretionary managed accounts. CuFi and your Advisor does not have discretion over your TPMA accounts.

## **ITEM 17 - VOTING CLIENT SECURITIES**

Neither we nor your Advisor vote proxies for securities held in TPMA accounts. You retain the responsibility for receiving and voting proxies. You will from time to time receive proxy solicitations from the custodian and/or transfer agent of your securities. You should contact the person identified in the proxy materials with any questions about a particular proxy solicitation.

## **ITEM 18 - FINANCIAL INFORMATION**

CuFi is not aware of any financial condition that is reasonably likely to impair its ability to meet our contractual commitments to clients. CuFi has also not been the subject of a bankruptcy petition at any time during the previous ten years.