

**FORM ADV PART 2A
DISCLOSURE BROCHURE**

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This brochure provides information about the qualifications and business practices of Jaras Financial Services, Inc. Being registered as a registered investment adviser does not imply a certain level of skill or training. If you have any questions about the contents of this brochure, please contact us at 330-659-3773. 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 Jaras Financial Services, Inc. (IARD#282126) is available on the SEC's website at www.adviserinfo.sec.gov

JANUARY 26, 2024

Item 2: Material Changes

Annual Update

The Material Changes section of this brochure will be updated annually or when material changes occur since the previous release of the Firm Brochure.

Material Changes since the Last Update

This update is in accordance with the required annual update for Registered Investment Advisors. Since the last update on January 24, 2023, the following items have been updated:

- Item 4 has been updated with the firm's most recent assets under management calculation.
-

Full Brochure Available

This Firm Brochure being delivered is the complete brochure for the Firm.

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Item 4: Advisory Business

Firm Description

Jaras Financial Services, Inc. ("JFS") was founded in January 1992 as a business consulting and ERISA Third Party Administrator firm and began offering advisory services in 2015. Martin Anthony Jaras is 100% owner.

JFS is a fee based financial planning and investment management firm. JFS does not act as a custodian of client assets.

An evaluation of each client's initial situation is provided to the client, often in the form of a net worth statement, risk analysis or similar document. Periodic reviews are also communicated to provide reminders of the specific courses of action that need to be taken. More frequent reviews occur but are not necessarily communicated to the client unless immediate changes are recommended.

Other professionals (e.g., lawyers, accountants, tax preparers, insurance agents, etc.) are engaged directly by the client on an as-needed basis and may charge fees of their own. For example, tax preparation and to the extent your estate plan needs to be updated, the tax preparer and/or attorney will bill the client separately. Conflicts of interest will be disclosed to the client in the event they should occur.

Types of Advisory Services

Asset Management Services: JFS offers discretionary and non-discretionary direct asset management services to advisory clients. JFS will offer clients ongoing portfolio management services through determining individual investment goals, time horizons, objectives, and risk tolerance. Investment strategies, investment selection, assets allocation, portfolio monitoring and the overall investment program will be based on the above factors.

Discretionary: When the client provides JFS discretionary authority the client will sign a limited trading authorization or equivalent. JFS will have the authority to execute transactions in the account without seeking client approval on each transaction.

Non-discretionary: When the client elects to use JFS on a non-discretionary basis, JFS will determine the securities to be bought or sold and the amount of the securities to be bought or sold. However, JFS will obtain prior client approval on each and every transaction before executing any transactions.

ERISA Plan Services: JFS provides service to qualified and non-qualified retirement plans including 401(k) plans, 403(b) plans, pension and profit sharing plans, cash balance plans, and deferred compensation plans. JFS may act as either a 3(21) or 3(38) advisor:

Limited Scope ERISA 3(21) Fiduciary. JFS typically acts as a limited scope ERISA 3(21) fiduciary that can advise, help and assist plan sponsors with their investment decisions on a non-discretionary basis. As an investment advisor JFS has a fiduciary duty to act in the best interest of the client. The plan sponsor is still ultimately responsible for the decisions made in their plan, though using JFS can help the plan sponsor delegate liability by following a diligent process.

1. Fiduciary Services are:

- Provide non-discretionary investment advice to the Client about asset classes and investment alternatives available for the Plan in accordance with the Plan's investment policies and objectives. Client will make the final decision regarding the initial selection, retention, removal and addition of investment options.
- Assist the Client in the development of an investment policy statement ("IPS"). The IPS establishes the investment policies and objectives for the Plan. Client shall have the ultimate responsibility and authority to establish such policies and objectives and to adopt and amend the IPS.
- Provide non-discretionary investment advice to the Plan Sponsor with respect to the selection of a qualified default investment alternative for participants who are automatically enrolled in the Plan or who have otherwise failed to make investment elections. The Client retains the sole responsibility to provide all notices to the Plan participants required under ERISA Section 404(c) (5) and 404(a)-5.

2. Non-fiduciary Services are:

- Assist in the education of Plan participants about general investment information and the investment alternatives available to them under the Plan. Client understands JFS's assistance in education of the Plan participants shall be consistent with and within the scope of the Department of Labor's definition of investment education (Department of Labor Interpretive Bulletin 96-1). As such, JFS is not providing fiduciary advice as defined by ERISA 3(21)(A)(ii) to the Plan participants. JFS will not provide investment advice concerning the prudence of any investment option or combination of investment options for a particular participant or beneficiary under the Plan.
- Assist in monitoring investment options by preparing periodic investment reports that document investment performance, consistency of fund management and conformance to the guidelines set forth in the IPS and make recommendations to maintain, remove or replace investment options.
- Assist in the group enrollment meetings designed to increase retirement plan participation among the employees and investment and financial understanding by the employees.
- Meet with Client on a periodic basis to discuss the reports and the investment recommendations.

JFS may provide these services or, alternatively, may arrange for the Plan's other providers to offer these services, as agreed upon between JFS and Client.

3. JFS has no responsibility to provide services related to the following types of assets ("Excluded Assets"):

- Employer securities;
- Real estate (except for real estate funds or publicly traded REITs);
- Stock brokerage accounts or mutual fund windows;
- Participant loans;
- Non-publicly traded partnership interests;

- Other non-publicly traded securities or property (other than collective trusts and similar vehicles); or
- Other hard-to-value or illiquid securities or property.
- Excluded Assets will not be included in calculation of Fees paid to JFS under this Agreement.

ERISA 3(38) Investment Manager. JFS can also act as an ERISA 3(38) Investment Manager in which it has discretionary management and control of a given retirement plan's assets. JFS would then become solely responsible and liable for the selection, monitoring and replacement of the plan's investment options.

1. Fiduciary Services are:

- JFS has discretionary authority and will make the final decision regarding the initial selection, retention, removal and addition of investment options in accordance with the Plan's investment policies and objectives.
- Assist the Client with the selection of a broad range of investment options consistent with ERISA Section 404(c) and the regulations thereunder.
- Assist the Client in the development of an investment policy statement ("IPS"). The IPS establishes the investment policies and objectives for the Plan.
- Provide discretionary investment advice to the Plan Sponsor with respect to the selection of a qualified default investment alternative for participants who are automatically enrolled in the Plan or who have otherwise failed to make investment elections. The Client retains the sole responsibility to provide all notices to the Plan participants required under ERISA Section 404(c) (5).

2. Non-fiduciary Services are:

- Assist in the education of Plan participants about general investment information and the investment alternatives available to them under the Plan. Client understands the JFS's assistance in education of the Plan participants shall be consistent with and within the scope of the Department of Labor's definition of investment education (Department of Labor Interpretive Bulletin 96-1). As such, the JFS is not providing fiduciary advice as defined by ERISA to the Plan participants. JFS will not provide investment advice concerning the prudence of any investment option or combination of investment options for a particular participant or beneficiary under the Plan.
- Assist in the group enrollment meetings designed to increase retirement plan participation among the employees and investment and financial understanding by the employees.

JFS may provide these services or, alternatively, may arrange for the Plan's other providers to offer these services, as agreed upon between JFS and Client.

3. JFS has no responsibility to provide services related to the following types of assets ("Excluded Assets"):

- Employer securities;
- Real estate (except for real estate funds or publicly traded REITs);

- Stock brokerage accounts or mutual fund windows;
- Participant loans;
- Non-publicly traded partnership interests;
- Other non-publicly traded securities or property (other than collective trusts and similar vehicles); or
- Other hard-to-value or illiquid securities or property.

Excluded Assets will **not** be included in calculation of Fees paid to the Adviser on the ERISA Agreement. Specific services will be outlined in detail to each plan in the 408(b)2 disclosure.

Financial Planning and Consulting Services: JFS offers financial planning and consulting services to advisory clients. Services include but are not limited to a thorough review of all applicable topics including Wills, Estate Plan/Trusts, Investments, Taxes, and Insurance. If a conflict of interest exists between the interests of the investment advisor and the interests of the client, the client is under no obligation to act upon the investment advisor's recommendation. If the client elects to act on any of the recommendations, the client is under no obligation to effect the transaction through JFS.

Client Tailored Services and Client Imposed Restrictions

The goals and objectives for each client are documented in our client files. Investment strategies are created that reflect the stated goals and objective. Clients may impose restrictions on investing in certain securities or types of securities. Agreements may not be assigned without written client consent.

Wrap Fee Programs

JFS sponsors a Wrap Fee Program. Please reference the Form ADV Part 2A, Appendix 1 "Wrap Fee Program Brochure" for details.

Client Assets under Management

JFS has the following assets under management:

Discretionary Amounts:	Non-discretionary Amounts:	Date Calculated:
\$113,806,575	\$0	12/31/2023

Item 5: Fees and Compensation

Method of Compensation and fee schedule

Asset Management Services Fees: Fees for asset management services will be based on a percentage of Assets under Management as follows:

Assets Under Management	annual fee	Quarterly Fee
First \$500,000	1.60%	.40%
Next \$500,000	1.10%	.275%
Next \$1,000,000	.90%	.225%
Next \$2,000,000	.70%	.175%
Above \$4,000,000	Negotiable	Negotiable

**This is a blended or tiered fee schedule, the portfolio management fee is calculated by applying different rates to different portions of the portfolio. JFS may group certain related client accounts for the purposes of achieving the minimum account size and determining the annualized fee.*

The annual fee may be negotiable. Accounts within the same household may be combined for a reduced fee. Fees are billed either quarterly in arrears or in advance depending upon client preference. For fees billed in arrears, the total fee is calculated using an average daily balance of the account over the given quarter. For fees billed in advance, the total fee will be calculated using the value on the last day of the preceding quarter. Quarterly advisory fees deducted from the clients' account by the custodian will be reflected in the custodial statement. Lower fees for comparable services may be available from other sources.

Clients may terminate their account within five (5) business days of signing the Investment Advisory Agreement for a full refund. Clients may terminate advisory services with thirty (30) days written notice. When fees are paid in arrears, JFS will be entitled to a pro rata fee for the days service was provided in the final quarter. For accounts billed in advance, the client is entitled to a pro rata refund based on the days service was not provided in the final quarter. Client shall be given thirty (30) days prior written notice of any increase in fees, and client will acknowledge, in writing, any agreement of increase in said fees.

ERISA 3(21) Services Fees: JFS offers two options for ERISA plans services. Services can either be standalone and would include ongoing review of the account or they can be combined with the Asset Management Services as described above for an overall fee.

The annual fees are based on the market value of the Included Assets as follows:

Standalone ERISA Plan Services
Range from 0.10% to 1.00%

ERISA Plan Services in conjunction with Asset Management Services
Range from 0.25% to 1.60%

Fees are billed either quarterly in arrears or in advance depending upon client preference. For fees billed in arrears, the total fee is calculated using an average daily balance of the account over the given quarter. For fees billed in advance, the total fee will be calculated using the value on the last day of the preceding quarter. Fees are charged based on the assets as calculated by the custodian or record keeper of the Included Assets (without adjustments for anticipated withdrawals by Plan participants or other anticipated or scheduled transfers or distribution of assets). If the services to be provided start any time other than the first day of a quarter, the fee will be prorated based on the number of days remaining in the quarter. If this Agreement is terminated prior to the end of the fee period, JFS shall be entitled to a prorated fee based on the number of days during the fee period services were provided.

The compensation of JFS for the services is described in detail in Schedule A of the ERISA Plan Agreement. The Plan is obligated to pay the fees, however the Plan Sponsor may elect to pay the fees. Client may elect to be billed directly or have fees deducted from Plan Assets. JFS does not reasonably expect to receive any additional compensation, directly or indirectly, for its services under this Agreement. If additional compensation is received, JFS will disclose this compensation, the services rendered, and the payer of compensation. JFS will offset the compensation against the fees agreed upon under this Agreement.

ERISA 3(38) Services Fees:

The annual fees are based on the market value of the Included Assets as follows:

Assets Under Management	annual fee
First \$500,000	1.25%
Next \$500,000	1.00%
Next \$1,000,000	.75%
Next \$2,000,000	.50%
Above \$4,000,000	Negotiable

The annual fee is negotiable and will be charged as a percentage of the Included Assets. Fees are billed either quarterly in arrears or in advance depending upon client preference. For fees billed in arrears, the total fee is calculated using an average daily balance of the account over the given quarter. For fees billed in advance, the total fee will be calculated using the value on the last day of the preceding quarter. Fees are charged based on the assets as calculated by the custodian or record keeper of the Included Assets (without adjustments for anticipated withdrawals by Plan participants or other anticipated or scheduled transfers or distribution of assets). If the services to be provided start any time other than the first day of a quarter, the fee will be prorated based on the number of days remaining in the quarter. If this Agreement is terminated prior to the end of the fee period, JFS shall be entitled to a prorated fee based on the number of days during the fee period services were provided.

The compensation of JFS for the services is described in detail in Schedule A of the ERISA Plan Agreement. The Plan is obligated to pay the fees, however the Plan Sponsor may elect to pay the fees. Client may elect to be billed directly or have fees deducted from Plan Assets. JFS does not reasonably expect to receive any additional compensation, directly or indirectly, for its services under this Agreement. If additional compensation is received, JFS will disclose this compensation, the services rendered, and the payer of compensation. JFS will offset the compensation against the fees agreed upon under this Agreement.

Financial Planning and Consulting Services Fees: JFS charges a negotiable hourly fee of \$200 for financial planning and consulting services. Prior to the planning process the client will be provided an estimated plan fee. Client will pay the fee at delivery of the completed plan. The services include, but are not limited to, a thorough review of all applicable topics including Wills, Estate Plan/Trusts, Investments, Taxes, and Insurance.

Services are completed and delivered inside of thirty (30) days. Client may cancel within five (5) business days of signing Agreement for a full refund. If the client cancels after five (5) business days, any unearned fees will be refunded to the client, or any unpaid earned fees will be due to JFS.

Client Payment of Fees

Investment management fees are either billed quarterly, in arrears or advance, meaning that the fees will be charged for three (3) month billing periods. Fees are usually deducted from a designated client account to facilitate billing. The client must consent in advance to direct debiting of their investment account.

Fees for financial plans are due at delivery of the completed plan.

Additional Client Fees Charged

Custodians may charge transaction fees on purchases or sales of certain mutual funds, equities, and exchange-traded funds. These charges may include mutual fund transactions fees, postage and handling, and miscellaneous fees (fee levied to recover costs associated with fees assessed by self-regulatory organizations). The selection of the security is more important than the nominal fee that the custodian charges to buy or sell the security.

JFS, in its sole discretion, may charge a lesser investment advisory fee based upon certain criteria (e.g., historical relationship, type of assets, anticipated future earning capacity, anticipated future additional assets, dollar amounts of assets to be managed, related accounts, account composition, negotiations with clients, etc.).

For more details on the brokerage practices, see Item 12 of this brochure.

Prepayment of Client Fees

Client may choose an option to pay the investment management service fees in advance, upon signing the agreement. JFS does not require any prepayment of fees of more than \$1,200 per Client and six months or more in advance.

Fees for ERISA 3(21) and/or 3(38) services may be billed in advance.

External Compensation for the Sale of Securities to Clients

JFS does not receive any external compensation for the sale of securities to clients. Investment Advisor Representatives of JFS may receive commissions for the sale of securities as registered representatives of unaffiliated broker dealers. This practice represents a conflict of interest because it gives Mr. Jaras an incentive to recommend products based on the commission amount received. This conflict is mitigated by disclosures, procedures, and the firm's Fiduciary obligation to place the best interest of the client first and the clients are not required to purchase any products. Clients have the option to purchase these products through another registered representative of their choosing.

Item 6: Performance-Based Fees and Side-by-Side Management

Sharing of Capital Gains

Fees are not based on a share of the capital gains or capital appreciation of managed securities.

JFS does not use a performance-based fee structure because of the conflict of interest. Performance-based compensation may create an incentive for the advisor to recommend an investment that may carry a higher degree of risk to the client.

Item 7: Types of Clients

Description

JFS generally provides investment advice to individuals, high net worth individuals, pension and profit sharing plans and business entities. Client relationships vary in scope and length of service.

Account Minimums

JFS requires a minimum of \$100,000 to open an account. JFS reserves the right to waive the account minimum at its discretion.

Item 8: Methods of Analysis, Investment Strategies and Risk of Loss

Methods of Analysis

Security analysis methods may include fundamental analysis and technical analysis. Investing in securities involves risk of loss that clients should be prepared to bear. Past performance is not a guarantee of future returns.

Fundamental analysis involves evaluating a stock using real data such as company revenues, earnings, return on equity, and profits margins to determine underlying value and potential growth. Technical analysis involves evaluating securities based on past prices and volume.

When creating a financial plan, JFS utilizes fundamental analysis to provide review of insurance policies for economic value and income replacement. Technical analysis is used to review mutual funds and individual stocks. The main sources of information include Morningstar, client documents such as tax returns and insurance policies.

In developing a financial plan for a client, JFS's analysis may include cash flow analysis, investment planning, risk management, tax planning and estate conservation. Based on the information gathered, a detailed strategy is tailored to the client's specific situation.

The main sources of information include Morningstar, client documents such as tax returns, financial newspapers, and magazines, annual reports, prospectuses, and filings with the Securities and Exchange Commission.

Investment Strategy

The investment strategy for a specific client is based upon the objectives stated by the client during consultations. The client may change these objectives at any time. Each client executes an Investment Policy Statement, Risk Tolerance or similar form that documents their objectives and their desired investment strategy.

Other strategies may include long-term purchases and short-term purchases.

Security Specific Material Risks

All investment programs have certain risks that are borne by the investor. Fundamental analysis may involve interest rate risk, market risk, business risk, and financial risk. Risks involved in technical analysis are inflation risk, reinvestment risk, and market risk.

Our investment approach constantly keeps the risk of loss in mind. Investors face the following investment risks and should discuss these risks with JFS:

- Interest-rate Risk: Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- Market Risk: The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external

factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.

- **Inflation Risk:** When any type of inflation is present, a dollar today will buy more than a dollar next year, because purchasing power is eroding at the rate of inflation.
- **Reinvestment Risk:** This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- **Business Risk:** These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
- **Financial Risk:** Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.
- **Long-term purchases:** Long-term investments are those vehicles purchased with the intention of being held for more than one year. Typically the expectation of the investment is to increase in value so that it can eventually be sold for a profit. In addition, there may be an expectation for the investment to provide income. One of the biggest risks associated with long-term investments is volatility, the fluctuations in the financial markets that can cause investments to lose value.
- **Short-term purchases:** Short-term investments are typically held for one year or less. Generally there is not a high expectation for a return or an increase in value. Typically, short-term investments are purchased for the relatively greater degree of principal protection they are designed to provide. Short-term investment vehicles may be subject to purchasing power risk — the risk that your investment's return will not keep up with inflation.

Item 9: Disciplinary Information

Criminal or Civil Actions

The firm and its management have not been involved in any criminal or civil action.

Administrative Enforcement Proceedings

The firm and its management have not been involved in administrative enforcement proceedings.

Self-Regulatory Organization Enforcement Proceedings

The firm and its management have not been involved in legal or disciplinary events that are material to a client's or prospective client's evaluation of JFS or the integrity of its management.

Item 10: Other Financial Industry Activities and Affiliations

Broker-Dealer or Representative Registration

Martin A. Jaras is a registered representative of a broker-dealer. As a registered representative Mr. Jaras may, from time to time, provide clients with products and or services offered through the broker dealer. Mr. Jaras does not spend a significant amount of time on this practice. This practice represents a conflict of interest because it gives Mr. Jaras an incentive to recommend products based on the commission amount received. This conflict is mitigated by disclosures, procedures, and the firm's Fiduciary obligation to place the best interest of the client first and the clients are not required to purchase any products. Clients have the option to purchase these products through another registered representative of their choosing. The outside business activity for each investment advisor representative is disclosed in their Form ADV Part 2B supplement to this brochure.

Futures or Commodity Registration

Neither JFS nor its employees are registered or has an application pending to register as a futures commission merchant, commodity pool operator, or a commodity trading advisor.

Material Relationships Maintained by this Advisory Business and Conflicts of Interest

Martin Jaras is also an independent insurance agent. Less than 10% of Mr. Jaras' time is spent in these activities. From time to time, he will offer clients advice or products from these activities.

JFS and Martin Jaras also provide business consulting services and ERISA Third Party Administrator services. These services include but are not limited to:

- Business Consulting:
 - Employee retention planning
 - Succession planning
 - Business planning at retirement
- ERISA Third Party Administrator Services:
 - Qualified plan design
 - Prototype documentation
 - Record keeping
 - Determination of eligibility
 - Trust accounting
 - Allocation of contribution
 - Preparation of 1099R

These practices represent conflicts of interest because it gives Mr. Jaras an incentive to recommend products and/or services based on the additional compensation amount received. This conflict is mitigated by disclosures, procedures, and the firm's Fiduciary obligation to place the best interest of the client first and the clients are not required to purchase any products and/or services. Clients have the option to purchase these products

and/or services through another insurance agent, business consulting and/or ERISA professional of their choosing.

Recommendations or Selections of Other Investment Advisors and Conflicts of Interest

JFS does not recommend or select other investment advisors.

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

Code of Ethics Description

The employees of JFS have committed to a Code of Ethics ("Code"). The purpose of our Code is to set forth standards of conduct expected of JFS employees and addresses conflicts that may arise. The Code defines acceptable behavior for employees of JFS. The Code reflects JFS and its supervised persons' responsibility to act in the best interest of their client.

One area the Code addresses is when employees buy or sell securities for their personal accounts and how to mitigate any conflict of interest with our clients. We do not allow any employees to use non-public material information for their personal profit or to use internal research for their personal benefit in conflict with the benefit to our clients.

JFS's policy prohibits any person from acting upon or otherwise misusing non-public or inside information. No advisory representative or other employee, officer or director of JFS may recommend any transaction in a security or its derivative to advisory clients or engage in personal securities transactions for a security or its derivatives if the advisory representative possesses material, non-public information regarding the security.

JFS's Code is based on the guiding principle that the interests of the client are our top priority. JFS's officers, directors, advisors, and other employees have a fiduciary duty to our clients and must diligently perform that duty to maintain the complete trust and confidence of our clients. When a conflict arises, it is our obligation to put the client's interests over the interests of either employees or the company.

The Code applies to "access" persons. "Access" persons are employees who have access to non-public information regarding any clients' purchase or sale of securities, or non-public information regarding the portfolio holdings of any reportable fund, who are involved in making securities recommendations to clients, or who have access to such recommendations that are non-public.

The firm will provide a copy of the Code of Ethics to any client or prospective client upon request.

Investment Recommendations Involving a Material Financial Interest and Conflict of Interest

JFS and its employees do not recommend to clients securities in which we have a material financial interest.

Advisory Firm Purchase of Same Securities Recommended to Clients and Conflicts of Interest

JFS and its employees may buy or sell securities that are also held by clients. In order to mitigate conflicts of interest such as front running, employees are required to disclose all reportable securities transactions as well as provide JFS with copies of their brokerage statements.

The Chief Compliance Officer of JFS is Martin Jaras. He reviews all employee trades each quarter. The personal trading reviews ensure that the personal trading of employees does not affect the markets and that clients of the firm receive preferential treatment over employee transactions.

Client Securities Recommendations or Trades and Concurrent Advisory Firm Securities Transactions and Conflicts of Interest

JFS does not maintain a firm proprietary trading account and does not have a material financial interest in any securities being recommended and therefore no conflicts of interest exist. However, employees may buy or sell securities at the same time they buy or sell securities for clients. In order to mitigate conflicts of interest such as front running, employees are required to disclose all reportable securities transactions as well as provide JFS with copies of their brokerage statements.

The Chief Compliance Officer of JFS is Martin Jaras. He reviews all employee trades each quarter. The personal trading reviews ensure that the personal trading of employees does not affect the markets and that clients of the firm receive preferential treatment over employee transactions.

Item 12: Brokerage Practices

Factors Used to Select Broker-Dealers for Client Transactions

JFS recommends the use of a particular broker-dealer. JFS will select appropriate brokers based on a number of factors including but not limited to their relatively low transaction fees and reporting ability. JFS relies on its broker to provide its execution services at the best prices available. Lower fees for comparable services may be available from other sources. Clients pay for any and all custodial fees in addition to the advisory fee charged by JFS.

➤ *Directed Brokerage*

JFS does not allow clients to direct brokerage. Not all advisers require clients to direct brokerage. By directing brokerage, JFS may be unable to achieve most favorable execution of client transactions which may cost clients more money.

➤ *Best Execution*

Investment advisors who manage or supervise client portfolios have a fiduciary obligation of best execution. The determination of what may constitute best execution and price in the execution of a securities transaction by a broker involves a number of considerations and is subjective. Factors affecting brokerage selection include the overall direct net economic result to the portfolios, the efficiency with which the transaction is effected, the ability to effect the transaction where a large block is involved, the operational facilities of the broker-dealer, the value of an ongoing

relationship with such broker and the financial strength and stability of the broker. The firm does not receive any portion of the trading fees.

➤ *Soft Dollar Arrangements*

The Securities and Exchange Commission defines soft dollar practices as arrangement under which products or services other than execution services are obtained by JFS from or through a broker-dealer in exchange for directing client transactions to the broker-dealer. As permitted by Section 28(e) of the Securities Exchange Act of 1934, JFS receives economic benefits as a result of commissions generated from securities transactions by the broker-dealer from the accounts of JFS. These benefits include both proprietary research from the broker and other research written by third parties.

A conflict of interest exists when JFS receives soft dollars. This conflict is mitigated by disclosures, procedures, and the firm's Fiduciary obligation to act in the best interest of its clients and the services received are beneficial to all clients.

Aggregating Securities Transactions for Client Accounts

JFS is authorized in its discretion to aggregate purchases and sales and other transactions made for the account with purchases and sales and transactions in the same securities for other Clients of JFS. All clients participating in the aggregated order shall receive an average share price with all other transaction costs shared on a pro-rated basis.

Item 13: Review of Accounts

Schedule for Periodic Review of Client Accounts or Financial Plans and Advisory Persons Involved

Account reviews are performed quarterly by Martin Jaras, Chief Compliance Officer. Account reviews are performed more frequently when market conditions dictate.

Review of Client Accounts on Non-Periodic Basis

Other conditions that may trigger a review of clients' accounts are changes in the tax laws, new investment information, and changes in a client's own situation.

Content of Client Provided Reports and Frequency

Clients receive written account statements no less than quarterly for managed accounts. Account statements are issued by JFS's custodian. Client receives confirmations of each transaction in account from Custodian and an additional statement during any month in which a transaction occurs. JFS will also provide clients with quarterly performance reports.

Item 14: Client Referrals and Other Compensation

Economic Benefits Provided to Advisory Firm from External Sources and Conflicts of Interest

JFS does not receive economic benefit from external sources. However, Mr. Martin Jaras does receive commissions for insurance products and/or securities products. For details, see Item 10 of this brochure.

Advisory Firm Payments for Client Referrals

JFS does not compensate for client referrals.

Item 15: Custody

Account Statements

All assets are held at qualified custodians, which means the custodians provide account statements directly to clients at their address of record at least quarterly. Clients are urged to review the account statements received directly from their custodians for accuracy.

JFS is deemed to have constructive custody solely because advisory fees are directly deducted from client's account by the custodian on behalf of JFS.

Item 16: Investment Discretion

Discretionary Authority for Trading

JFS accepts discretionary authority to manage securities accounts on behalf of clients. JFS has the authority to determine, without obtaining specific client consent, the securities to be bought or sold, and the amount of the securities to be bought or sold. JFS will allow clients to place limitations and/or restrictions on accounts. These will be determined on a case-by-case basis. The client will authorize JFS discretionary authority to execute selected investment program transactions as stated within the Investment Advisory Agreement.

Item 17: Voting Client Securities

Proxy Votes

JFS does not vote proxies on securities. Clients are expected to vote their own proxies. The client will receive their proxies directly from the custodian of their account or from a transfer agent.

When assistance on voting proxies is requested, JFS will provide recommendations to the client. If a conflict of interest exists, it will be disclosed to the client.

Item 18: Financial Information

Balance Sheet

A balance sheet is not required to be provided because JFS does not serve as a custodian for client funds or securities and JFS does not require prepayment of fees of more than \$1,200 per client and six (6) months or more in advance.

Financial Conditions Reasonably Likely to Impair Advisory Firm's Ability to Meet Commitments to Clients

JFS has no condition that is reasonably likely to impair our ability to meet contractual commitments to our clients.

Bankruptcy Petitions during the Past Ten Years

Neither JFS nor its management has had any bankruptcy petitions in the last ten (10) years.

Item 1 Cover Page

SUPERVISED PERSON BROCHURE

FORM ADV PART 2B

Martin Anthony Jaras, AIF®

Jaras Financial Services, Inc.

Office Address:

2859 Boston Mills Road
Brecksville, OH 44141

Telephone: 330-659-3773

Facsimile: 330-659-9085

mjaras@jarasfinancial.com

www.jarasfinancial.com

This brochure supplement provides information about Martin A. Jaras and supplements the Jaras Financial Services, Inc.'s brochure. You should have received a copy of that brochure. Please contact Martin A. Jaras if you did not receive the brochure or if you have any questions about the contents of this supplement.

Additional information about Martin A. Jaras (CRD#1480411) is available on the SEC's website at www.adviserinfo.sec.gov.

JANUARY 26, 2024

Brochure Supplement (Part 2B of Form ADV)

Supervised Person Brochure

Principal Executive Officer

Martin Anthony Jaras, AIF®

- Year of birth: 1960
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Item 2 Educational Background and Business Experience

Educational Background:

- Youngstown State University; Bachelor of Science – Accounting and Finance; 1986
- Certified Public Accountant (*currently inactive*); 1990

Business Experience:

- Jaras Financial Services, Inc.; Chief Compliance Officer; 11/2015 – Present
 - Handel Davies Sales Co.; Owner; 04/2002 – Present
 - The Tavenner Company; Registered Representative; 07/2002 – Present
 - Jaras Financial Services, Inc.; President; 01/1992 – Present
 - Martin A. Jaras & Associates; Independent Insurance Agent; 01/1986 – Present
 - Dirt Wranglers, LLC; Owner; 04/2019 - Present
 - Maj Oil & Gas, Inc.; President; 12/2007 – 12/2017
 - Beacon Capital Management, Inc.; Portfolio Manager; 01/2003 – 12/2016
 - Tower Equities, Inc.; Registered Representative; 08/2001 – 07/2002
 - Mutual Service Corporation; Registered Representative; 01/1995 – 08/2001
 - FSC Securities Corporation; Registered Representative; 09/1990 – 02/1992
-

Professional Certifications

Employees have earned certifications and credentials that are required to be explained in further detail.

Accredited Investment Fiduciary® (AIF®): Accredited Investment Fiduciary designation is awarded from the Center for Fiduciary Studies, LLC. AIF® certification requirements:

- Complete training curriculum.
 - Pass the 60 questions AIF® exam with 75% correct answers.
 - Sign and agree to abide by a Code of Ethics.
 - Complete six hours of continuing professional education, four of which are fi360 Training CE.
 - Maintain current contact information in fi360's designee database.
 - Submit yearly renewal application with annual dues.
-

Item 3 Disciplinary Information

Criminal or Civil Action: None to report.

Administrative Proceeding: None to report.

Self-Regulatory Proceeding: None to report.

Item 4 Other Business Activities

Martin Jaras is a registered representative of a broker-dealer. Martin Jaras is also an independent insurance agent. Less than 10% of Mr. Jaras' time is spent in these activities. From time to time, he will offer clients advice or products from these activities.

Martin Jaras also provides business consulting services and ERISA Third Party Administrator services through Jaras Financial Services, Inc. These services include but are not limited to:

- Business Consulting:
 - Employee retention planning
 - Succession planning
 - Business planning at retirement
- ERISA Third Party Administrator Services:
 - Qualified plan design
 - Prototype documentation
 - Record keeping
 - Determination of eligibility
 - Trust accounting
 - Allocation of contribution
 - Preparation of 1099R

These practices represent conflicts of interest because it gives Mr. Jaras an incentive to recommend products and/or services based on the additional compensation amount received. This conflict is mitigated by disclosures, procedures, and the firm's Fiduciary obligation to place the best interest of the client first and the clients are not required to purchase any products and/or services. Clients have the option to purchase these products and/or services through another insurance agent, business consultant and/or ERISA professional of their choosing.

Item 5 Additional Compensation

Martin Jaras receives additional compensation in his capacity as an insurance agent and a registered representative of a broker-dealer, but he does not receive any performance based fees.

Item 6 Supervision

As Chief Compliance Officer of Jaras Financial Services, Inc., Martin Jaras is solely responsible for all supervision and formulation and monitoring of investment advice offered to clients. He will adhere to the policies and procedures as described in the firm's Compliance Manual.