

# FIRST FINANCIAL

## S E R V I C E S

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The wrap fee program brochure provides information about the qualifications and business practices of First Financial Services, LLC. If you have any questions about the contents of this brochure, please contact us at (501) 666-0302 or [khopkins@firstfinservices.com](mailto:khopkins@firstfinservices.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 First Financial Services, LLC is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

# Material Changes

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## Annual Update

First Financial Services, LLC ("First Financial") is providing this information as part of our annual updating amendment of the wrap fee program brochure which contains material changes from our last annual update. There are no material changes to this Wrap Brochure as this is First Financial's first filing and Wrap Brochure.

# Table of Contents

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|   |   |
|---|---|
| Material Changes .....  | 2 |
| Annual Update .....   | 2 |
| Services, Fees and Compensation .....   | 4 |
| Services Description .....  | 4 |
| Program Cost.....   | 4 |
| Additional Fees .....   | 4 |
| Compensation .....  | 4 |
| Account Requirements and Types of Clients .....   | 4 |
| Program Requirements .....  | 4 |
| Types of Clients .....  | 4 |
| Portfolio Management Selection and Evaluation .....   | 4 |
| Process for Selection and Review of Portfolio Managers .....                                | 4 |
| Related Person as Portfolio Manager .....   | 5 |
| Client Information Provided to Portfolio Manager .....                                      | 5 |
| Description of Information Provided .....   | 5 |
| Client Contact with Portfolio Manager .....   | 5 |
| Restrictions for Contact with Portfolio Manager.....  | 5 |
| Additional Information .....  | 5 |
| Disciplinary Information .....  | 5 |
| Other Financial Activities and Affiliations.....  | 5 |
| Code of Ethics, Participation or Interest in Client Transactions and Personal Trading ..... | 6 |
| Review of Accounts .....  | 6 |
| Client Referrals and Other Compensation.....  | 6 |
| Financial Information .....   | 6 |

# Services, Fees and Compensation

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## Services Description

First Financial provides investment management services including discretionary portfolio management, financial planning, retirement planning and insurance services to its clients.

## Program Cost

Fees range from 1.00% to 2.00% depending on size, complexity, security type, investment objectives, and anticipated levels of rebalancing and other related aspects of the active management nature of the account.

## Additional Fees

Additional fees incurred by the client and not charged by First Financial may include mutual fund fees, ETF fees and insurance product fees.

## Compensation

First Financial's compensation includes the wrap fee discussed above in Program Costs, and additional fees employees receive from insurance products.

# Account Requirements and Types of Clients

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## Program Requirements

There are no minimum requirements for the First Financial program.

## Types of Clients

First Financial serves individuals, high net worth individuals, families, retirement plans, trusts, estates, businesses, and corporations.

# Portfolio Management Selection and Evaluation

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## Process for Selection and Review of Portfolio Managers

First Financial does not select other managers for clients. First Financial is the portfolio manager for its wrap accounts.

## Related Person as Portfolio Manager

Please see above.

# Client Information Provided to Portfolio Manager

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## Description of Information Provided

Information provided to First Financial includes account numbers, personal identification information such as tax identification numbers and social security numbers, addresses and suitability information such as net worth.

# Client Contact with Portfolio Manager

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## Restrictions for Contact with Portfolio Manager

Clients have at least annual communication with their portfolio manager.

# Additional Information

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## Disciplinary Information

First Financial has no disciplinary information to disclose.

## Other Financial Activities and Affiliations

Certain partners of First Financial are registered with an unaffiliated broker-dealer, M.S. Howells & Co., a securities broker/dealer and member of the Financial Industry Regulatory Authority and the Securities Investor Protection Corporation.

Several partners of First Financial are insurance brokers registered with ReUnion Associates, Inc., an unaffiliated insurance company. The partners receive payment from ReUnion Associates for products they sell to First Financial clients. First Financial does not receive any payment from ReUnion Associates in relation to these insurance sales.

Tom Sanders is a board member of SpringBoard USA Foundation, a non-profit charity that is also a client of First Financial. Some clients have made charitable donations to SpringBoard USA, however they were not solicited to do so and are under no obligation to make charitable donations to SpringBoard USA. SpringBoard USA does not pay an advisory fee to First Financial.

Tom Sanders is the sole owner of Sanders Financial, an entity that receives insurance commissions earned from ReUnion, M.S. Howells & Co., and advisory fees from the custodian. Sanders Financial then pays the salaries of all First Financial employees. Sanders Financial does not have or share any clients with First Financial.

### **Code of Ethics, Participation or Interest in Client Transactions and Personal Trading**

First Financial has adopted a Code of Ethics ("Code"), the full text of which is available to clients upon request by using the contact information found on the cover page of this brochure. First Financial's Code has several goals. First, the Code is designed to assist First Financial in complying with applicable laws and regulations governing its investment advisory business. Under the Investment Advisers Act, First Financial owes fiduciary duties to its clients. Pursuant to these fiduciary duties, the Code requires persons associated with First Financial (managers, officers, and employees) to act with honesty, good faith, and fair dealing in working with clients. In addition, the Code prohibits such associated persons from trading or otherwise acting on insider information.

### **Review of Accounts**

Accounts are reviewed at least annually but may be reviewed more often if requested by the client, upon receipt of information material to the management of the portfolio, or at any time such review is deemed necessary or advisable by First Financial. These factors may include but are not limited to the following: change in general client circumstances (marriage, divorce, retirement); or economic, political or market conditions.

Periodically, First Financial will provide additional written reports. The account balances reflected in these reports should be compared to the balances shown on the brokerage statements to ensure accuracy. At times, there may be small differences due to the timing of dividend reporting, pending trades, or other similar issues.

Account custodians are responsible for providing monthly or quarterly account statements which reflect the positions (and current pricing) in each account as well as transactions in each account, including fees paid from account. Custodians also provide prompt confirmation of all trading activity, and year-end tax statements, such as 1099 forms. If requested by the client, First Financial will provide written holdings and/or performance reporting on managed portfolios. Additional reports are available at the request of the client.

### **Client Referrals and Other Compensation**

First Financial does not pay for any client referrals. See Item 10, Other Financial Industry Activities and Affiliations for more information on other compensation First Financial employees receive.

### **Financial Information**

First Financial does not require, nor solicit, prepayment of more than \$1,200 in fees per client, six months or more in advance, and therefore, has no disclosure with respect to this item.