

## Client Relationship Summary – ADV Part 3

### January 17, 2024

True Living Financial (“TLF”) is an Investment Adviser registered with the U.S. Securities and Exchange Commission. Investment advisory services and fees differ from those of a broker-dealer, and it is important to understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/CRS), which also provides educational materials about the difference between investment advisers and broker-dealers, investment advisers, as well as basic tutorials on investing.

### What investment services and advice can you provide me?

- TLF is a fiduciary and offers investment advisory; financial, tax, estate and retirement planning; business succession consulting to retail investors. Clients often engage us for comprehensive financial management.
- As part of our standard account management services, we will discuss your goals with you and help design a strategy to achieve them. We regularly monitor your portfolio and meet with you at least annually to address any changes in your financial situation and review recommended changes to your portfolio.
- You may allow us to buy and sell investments in your account(s) without asking you in advance (a “discretionary relationship”), or we may give you advice and you make the ultimate decision regarding what investments to purchase or sell (a “non-discretionary relationship”). If we have a discretionary relationship with you, we will seek your consent prior to substantially changing the agreed upon investment strategy or asset allocation for your account. You may also contact us to impose reasonable restrictions on the management of your account.
- We do not offer proprietary investment products. We generally seek to manage client accounts using an array of investments, which may include domestic and international Exchange-Traded Funds (ETFs), mutual funds, fixed income securities and Real Estate Investment Trusts (REITs).
- We have an account minimum of \$250,000 to open or maintain account(s), and we seek clients who prefer a long-term investment focus.

***Conversation Starters:** Given my financial situation, should I choose an investment advisory service? Why or why not? How will you choose investments to recommend to me? What is your relevant experience, including your licenses, education, and other qualifications? What do these qualifications mean?*

### What fees will I pay?

- We generally charge an asset-based fee (a percentage of the assets in your accounts) on a quarterly basis in arrears.
- The more assets you have under our management, the more you will pay in fees, so we may have an incentive to encourage you to increase your assets under our management. For example, if deemed appropriate and in the best interest of the client, we may recommend that clients withdraw assets from an employer’s retirement plan (or other qualified account) and roll the assets over to an individual retirement account (an “IRA”) that we manage. This presents a potential conflict of interest because it may increase the amount of assets under our management and subject to our billing.
- Clients may also expect to pay the following fees to third parties (not TLF): (a) brokerage fees for securities transactions; (b) fees charged by ETFs, mutual funds, and any other investment companies in which they invest; and (c) fees to third-party advisers if they engage one.

**You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying. For more information, please see Item 5 of Form ADV Part 2A.**

***Conversation Starters:** Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?*

## **What are your legal obligations to me when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?**

When we act as your investment adviser, we must act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here are some examples to help you understand what this means:

- Certain custodians make free services available to us, including consulting, access to research, and conferences on practice management. These services may give TLF an incentive to recommend that clients open or maintain accounts with these custodians.
- If you rollover an IRA account to TLF, we will charge your account and make money. If you decide to not rollover the IRA to TLF, we will not make money. Therefore, we have an incentive for you to move your IRA to TLF.
- Our advisers do not serve as insurance agents. For clients who retain us to provide financial planning services, we generally design an insurance plan and refer out the purchase of the insurance to other advisors. TLF does not receive any referral fees from the practice of referring out clients for this work.

***Conversation Starters:** How might your conflicts of interest affect me, and how will you address them?*

For additional information, please see Items 10, 11, and 12 of our Form ADV, Part 2A Brochure.

## **How do your financial professionals make money?**

The compensation of our professionals is based on the amount of client assets serviced by them. This presents a potential conflict of interest in that our professionals are incentivized to encourage you to increase the amount of assets in your account(s) managed by us or to otherwise transition accounts/assets to our management. Our professionals also receive commissions for selling insurance products.

***Conversation Starters:** As a financial professional, do you have any disciplinary history? If so, for what type of conduct?*

## **Do you or your financial professionals have legal or disciplinary history?**

No. Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research our firm and our professionals. Information can be found under our firm name, True Living Financial or CRD # 154517 at [Investor.gov/CRS](http://Investor.gov/CRS).

## **Additional Information**

For additional information about our investment advisory services or to request a copy of our latest Client Relationship Summary or ADV Part 2A Brochure, please visit our website at [truelivingfinancial.com](http://truelivingfinancial.com) or call us at 518-364-7899.

***Conversation Starters:** Who is my primary contact person? Is he or she a representative of an investment adviser or a broker-dealer? Who can I talk to if I have concerns about how this person is treating me?*