

Southern Style Financial, Inc., dba Mission Trails Financial® (“we,” “our,” or “us”) is registered with the Securities and Exchange Commission as an investment adviser. Brokerage and investment advisory services and fees differ, and it is important for you to understand these 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 broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

We offer investment advisory services to retail investors such as you through the management of your separate account. As part of our standard services, we monitor each account on an ongoing basis, using our current model portfolios as a guide, and we typically furnish clients with portfolio holdings reports on a quarterly basis. Our authority to manage a retail investor’s account is usually discretionary, which means that you authorize us to select the identity and amount of securities to be bought or sold, subject to your chosen strategy and stated investment objectives. We also offer non-discretionary investment advisory services to participant-directed retirement plans, assisting the retirement plan client in making decisions about the selection, retention, removal, and addition of plan investment options to be made available under the plan. In non-discretionary arrangements, the plan client and/or individual plan participant makes the ultimate decision regarding the purchase or sale of investments. For most retail investors, we generally limit purchases to publicly traded equity and debt securities. When determined appropriate by us, we will also purchase exchange-traded funds (“ETFs”). For certain retail investors, we generally purchase ETFs exclusively. There is no minimum required to open and maintain an investment advisory account. Limitations on investments typically include limitations by plan sponsors, mutual fund selections of no-load or waived load funds, and any client-imposed restrictions. We also offer financial planning services, which focus primarily on retirement planning, retirement plan allocations and investments. Additional Information: *Please also see Items 4, 7 and 13 of Form ADV, Part 2A.*

Conversation Starters - Ask your financial professional:

- **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 charge a fee based on the total assets in your account. Our fee, which is negotiable and payable quarterly in advance, is calculated at an annual rate of 1.5% for portfolios up to \$500,000, 1.25% on amounts over \$500,000, 1.0% on amounts over \$1 million, 0.90% on amounts over \$3 million, and further negotiated on amounts over \$10 million in your account. Once your portfolio reaches a breakpoint, we bill all assets under management in your account(s) at the lower rate. The more assets there are in your account, the more you will pay in fees, and we may therefore have an incentive to encourage you to increase the assets in your account. Our fee does not include (and you will pay separately) any applicable charges imposed by custodians, brokers and other third parties such as brokerage commissions, transaction fees, custodial fees, wire transfer and electronic fund fees, and other fees and taxes on your account and on the securities transactions in your account. Money market funds, mutual funds, and ETFs also charge their own internal management fees. MTF generally provides financial planning services upon request at no additional charge to clients that engage us for investment management services. Otherwise, fees for financial planning services are charged on a fixed fee basis ranging from \$500 to \$25,000, the total of

which is dependent upon the level and scope of these services. **Additional Information:** 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. *Please also see Item 5 of Form ADV, Part 2A.*

Conversation Starter - Ask your financial professional: 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 have to 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. Fidelity Institutional Wealth Services (“Fidelity”) makes an economic benefit available to us in the form of the support products and services they generally make available to independent investment advisers whose clients maintain their accounts at Fidelity. These products and services, and the conflicts of interest they create if/when we utilize them, are described further in Item 12 of our Form ADV, Part 2A brochure. We do not base particular investment advice, such as buying particular securities for our clients, on the availability of Fidelity’s products and services to us. **Additional Information:** *Please also see Items 10-12, 14 of Form ADV, Part 2A.*

Conversation Starter - Ask your financial professional: How might your conflicts of interest affect me, and how will you address them?

How do your financial professionals make money?

Our financial professionals are compensated based on the amount of assets under management each oversees. Certain of our financial professionals (e.g., solicitors) are compensated based on client referrals made to the firm. Additionally, owners of the firm participate in company profits. Some of our financial professionals earn additional compensation from unaffiliated outside business activities such as practicing law. For more information regarding these activities, please refer to Item 10 of Form ADV, Part 2A and your financial professional’s Form ADV, Part 2B Supplement.

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

No, we do not. You may visit [Investor.gov/CRS](https://www.investor.gov/crs) for a free and simple search tool to research us and our financial professionals.

Conversation Starter - Ask your financial professional: As a financial professional, do you have any disciplinary history? For what type of conduct?

You can find additional information about us and our advisory services at www.missiontf.com and <https://adviserinfo.sec.gov>. If you would like up-to-date information and/or a copy of this relationship summary, please call (619) 419-0238.

Conversation Starter - Ask your financial professional: 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?

Changes Made to Our Form CRS on February 27, 2024

We updated our financial planning service billing methodology to reflect that clients requesting financial planning services will generally receive them at no additional charge when the client also engages us for investment management services.