

Item 1. Introduction

Capital Financial Planners, LLC, *doing business as* Capital Financial Planners (“Capital Financial Planners,” “we,” “us,” and “Advisor”) is an Oregon limited liability company registered as an investment advisor with the United States Securities and Exchange Commission. Brokerage and investment advisory services and fees differ and it is important that you understand the differences. Please note that free and simple tools are available to research advisory and brokerage firms and their associated financial professionals at [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisors, and investing.

Item 2. Relationships and Services***What investment services and advice can you provide me?***

We offer wealth management services that combine ongoing and continuous portfolio management with the delivery of financial planning and consulting advice that is uniquely tailored to the client’s financial circumstances and needs. Our wealth management services may incorporate the use of certain wrap fee programs administered and sponsored by third party firms, including, without limitation, the AssetMark Platform sponsored by AssetMark, Inc. (“AssetMark”), an independent SEC registered investment advisor firm. In other instances, our wealth management services may be subject to traditional “unbundled” fee arrangements.

Our wealth management services include a review of your unique financial circumstances and the design, implementation, and *ongoing* management of your investment accounts. We will directly invest the assets deposited to your account at the custodian and/or strategically allocate your assets to certain independent third party money managers (“Independent Managers”). We will monitor your account regularly (including any assets managed by any Independent Manager(s)), suggesting and making changes to your holdings as we believe to be appropriate and in your best interests, acting in accordance with our fiduciary duty to you. You will be required to enter into a discretionary management arrangement that allows us to buy and sell investments within your account without obtaining your consent prior to each transaction (a “discretionary account”). You may impose reasonable restrictions on our ability to invest in certain securities or types of securities within your account. We will formally review your account at least annually.

In addition to our discretionary management of your investment accounts, our wealth management services also include ad-hoc financial consulting and financial planning services that are intended to assist you with the management of your overall financial affairs. Our financial consulting advice will be provided to you through a combination of in-person consultations, phone conferences, and/or via electronic means (e.g., e-mail). As appropriate for your circumstances, we will also provide you with a written financial plan which we will review and update periodically, as necessary and appropriate, based on your investment needs and objectives and any material changes in your financial situation. We will also review and update the financial plan at such other times as you may reasonably request. While we do not provide legal or tax advice, we will attempt to coordinate

our wealth management services (including our financial planning and consulting advice) with the services of your existing third party tax, legal, accounting, and/or insurance advisors. You will make all ultimate investment decisions (and be responsible for their implementation) with respect to any assets “held away” from the investment accounts we manage on your behalf.

We also offer financial planning and consulting as a *stand-alone* service. These services are tailored to assist you in the management of your financial affairs. When you engage us for these services, we will review your financial situation and assets, risk profile, investment time horizon, and investment goals and provide you with our recommendations regarding the financial topics for which we are engaged. Our recommendations will take the form of either a formal written financial plan or a shorter written report as appropriate for the scope of the engagement. The written financial plan or report we deliver to the client is not updated or reviewed following its initial delivery, unless specifically agreed. Additional fees will apply to all such reviews and updates. You will make the ultimate investment decision when we provide stand-alone financial planning and consulting services.

We primarily advise our clients regarding investments in mutual funds, exchange traded funds (“ETFs”), real estate investment trusts (“REITs”), commodity interests (accessed through commodity based ETFs), individual bonds, stocks, U.S. government and municipal securities, cash and cash equivalents, and the selection of Independent Managers. We generally require a minimum opening account size of \$1,000,000 to open an advisory relationship. We may waive this minimum in our sole discretion on a per-client basis. We do not require any minimum fee to open or maintain an advisory relationship. AssetMark may require separate account opening minimums to participate in the AssetMark Platform. *More detailed information about our advisory services and account minimums is contained in our Form ADV Part 2A “firm brochure” at Items 4 and 7.*

Conversation Starter: Ask us the following key questions:

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

Item 3. Fees, Costs, Conflicts, and Standard of Conduct***What fees will I pay?***

Our wealth management services may be offered to clients under either (1) a traditional “unbundled” fee arrangement or (2) hybrid arrangement implementing the use of a third party sponsored wrap fee program. In an unbundled fee arrangement, you will pay us a fee for the costs of our investment advice and separately pay the costs of any Independent Manager advisory fees, transaction costs, commissions, and fees charged by the custodian of your account. In a hybrid fee arrangement, you will pay an asset-based advisory fee to our firm and a separate wrap fee or “platform fee” to the sponsor of the selected wrap fee platform which bundles together the costs of any Independent Manager advisory fees with

most custodial fees and transaction costs generated in your account. Under either fee structure, you will pay advisory fees based on a percentage of your assets under management, typically ranging from 0.25% to 2.00% per year. Accounts subject to hybrid fee arrangements pay fees quarterly in advance. Accounts subject to unbundled fee arrangements pay fees either monthly, quarterly, semi-annually, or annually, in advance. Fees are calculated based on the market value of your account (inclusive of any cash balances) as of the start of the applicable billing period. Except in rare instances where a market-based price for your holdings is unavailable, we will rely on the pricing provided by your custodian for purposes of calculating our fees. You should consider the expected level of trading activity, the level of use of Independent Managers, and expected holdings of your account when determining whether a hybrid fee arrangement will result in higher or lower costs to you than an unbundled fee arrangement.

We charge hourly fees for financial planning and consulting services that range from \$250-350 per hour, depending on the nature and scope of the engagement. The specific hourly rate is set forth in a written financial planning agreement with the client.

In addition to our advisory fees, you will separately pay the costs of all internal management fees and other costs and expenses charged by mutual funds, ETFs, and other pooled investment vehicles to their shareholders. *Except for accounts subject to wrap fees*, you will also pay any applicable Independent Manager advisory fees and all usual and customary transaction-based fees (brokerage fees and commissions), custodial charges, wire transfer fees, and other fees and taxes associated with activity in your account. Where asset-based fees apply, please consider that the more assets you have in your account, the more you will pay us, thus creating an incentive for us to encourage you to increase and/or maintain the current level of assets in your account.

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. *More detailed information about our advisory fees is contained in our Form ADV Part 2A “firm brochure” at Item 5 and in the AssetMark Platform Disclosure Brochure at Item 4.*

Conversation Starter: Ask us the following key question: “*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 advisor? How else does your firm make money and what conflicts of interest do you have?

When we act as your investment advisor, 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. Here are some examples to help you understand what this means:

Example 1: The value of your asset-based advisory fee account goes up, and while the annual percentage we charge may stay the same, the total compensation you pay us goes up proportionately.

Example 2: Your account value goes down, but you still must pay us an asset-based advisory fee proportional to your assets under management.

Capital Financial Planners is a “fee-only” investment advisory firm. This means that no supervised person of our firm receives or accepts any fees or commissions for the sale of any securities or insurance products to clients. We are compensated for our advisory services exclusively through the advisory fees paid by our clients. We believe this method of compensation best aligns with our fiduciary duty to you.

More detailed information related to conflicts of interest is contained in our Form ADV Part 2A “firm brochure” at Items 5, 12, and 14 and in the AssetMark Platform Disclosure Brochure at Item 9.

Conversation Starter: Ask us the following key question: “*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 with annual salaries and/or discretionary bonuses. *More detailed information about our conflicts of interest is contained in our Form ADV Part 2A “firm brochure” at Item 5.*

Item 4. Disciplinary History

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

No. We encourage you to visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research any of our financial professionals.

Conversation Starter: Ask us the following key question: “*As a financial professional, do you have any disciplinary history? For what type of conduct?*”

Item 5. Additional Information

You can find additional information regarding our firm, including our Form ADV Part 2A and this client relationship summary by visiting the following link: <https://adviserinfo.sec.gov/firm/summary/310168>. You can also obtain a copy of this relationship summary by visiting our website at www.capfina.com or by contacting us by telephone at (503) 585-1067. We will be pleased to answer any of your questions.

Conversation Starter: If you have any concerns, please let us know by asking the following questions: “*Who is my primary contact person? Is he or she a representative of an investment advisor or a broker-dealer? Who can I talk to if I have concerns about how this person is treating me?*”