

Kelsey Financial, LLC Customer Relationship Summary

December 2023

Item 1—Introduction

Kelsey Financial, LLC (“Kelsey Financial”) is an investment advisor registered with the Securities and Exchange Commission (“SEC”). Brokerage and investment advisory services and fees differ, and it is important for you to understand the differences. Free and simple sources and tools are available to research firms and financial professionals at Investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.

Item 2—Relationships and Services: What investment services and advice can you provide me?

Kelsey Financial offers a comprehensive array of investment advisory services to you, including investment strategy consulting, asset allocation, portfolio management, financial planning.

Monitoring: Kelsey Financial monitors your investments periodically as part of standard service to client accounts. In addition, Kelsey Financial may assist you in selecting third-party money managers. The third-party money manager(s) selected by you will have specific methodologies, trading processes and operational practices beyond the control of Kelsey Financial. Accordingly, Kelsey Financial will only monitor each third-party money manager for adherence to the stated strategy and portfolio performance.

Investment Authority: We manage investment accounts on a discretionary basis. A *discretionary account* allows us to buy and sell investments in your account without asking you in advance. You may limit our discretionary authority (for example, limiting the types of funds that can be purchased or sold for your account) by providing our firm with your restrictions and guidelines in writing.

Limited Investment Offerings: When providing retirement plan-related consultation services, the advice and recommendations are limited to plan offerings.

Account Minimums and Other Requirements: Kelsey Financial does not require account minimums for clients interested in receiving Investment Management Services.

Additional Information: Investment strategies are generally long-term in nature, depending upon the stated individual needs of the client. Kelsey Financial’s general investment approach may be both conservative and long range or follow a strategy that is guided by the client’s wishes. Kelsey Financial provides advisory services for portfolios ranging from aggressive to conservative, each designed to meet the varying stated needs of investors. Kelsey Financial may, but generally, does not engage in short-term investments except where an investment is sold because the purpose for the holding is no longer applicable.

Please see our [Form ADV, Part 2A brochure](#), specifically Items 4 and 7, or by visiting <https://www.kelseyfinancial.net>, and choosing “[Firm and Advisor ADV Disclosures](#)” at the bottom of the home page.

Conversation Starters: Ask us the following questions: “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?”

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

The annual advisory fee is charged as a percentage of assets under management. For fee purposes, accounts with the same address are generally aggregated into households, with some exceptions, such as families with adult children. The annual advisory fee is charged pursuant to the following schedule. The maximum advisory fee a client will pay is 1.50%, and there are various breakpoints with more assets present in a portfolio.

Note: An investment advisor that charges an asset-based fee, such as Kelsey Financial, may have a conflict of interest with the investor with regard to the amount of assets invested. The more assets there are in a client’s investment account, the more the investor will pay in fees, and thus the firm may have an incentive to encourage the investor to increase the assets in his or her account.

Description of Other Fees and Costs: Kelsey Financial may also charge hourly fees for college planning, consulting services, and other individualized financial planning services. Specific fee information shall be described and agreed to in a separate advisory agreement. 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 additional information, please see our [Form ADV, Part 2A brochure](#), specifically Items 5, or visit <https://www.kelseyfinancial.net>, and choosing “[Firm and Advisor ADV Disclosures](#)” at the bottom of the home page.

Conversation Starters: You might ask the following question of a financial professional to start a conversation about the impact of fees and costs on investments: *“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. Here are some examples to help you understand what this means: The Firm is compensated based on a percentage of client assets under management. As such, we have an incentive to increase assets in client accounts. Kelsey Financial may recommend its own services and/or other professionals to implement its recommendations. Clients are advised that a conflict of interest exists if Kelsey Financial recommends its own services. To address these potential conflicts of interest, Kelsey Financial will make full disclosure of any additional economic benefit the firm has received from other professionals and will amend this brochure periodically to disclose any changes in those benefits. Kelsey Financial’s professionals include licensed insurance agents who sell insurance products for a commission. They have an incentive to recommend insurance products to you to increase their compensation.

For additional information, please see our [Form ADV, Part 2A brochure](#), specifically Items 10 and 11, or visit <https://www.kelseyfinancial.net>, and choose [Resources](#).

Conversation Starter: Ask us the following questions: *“How might your conflicts of interest affect me, and how will you address them?”*

How do your financial professionals make money?

Kelsey Financial’s professionals are paid based on the amount of assets under advisement and any management duties for assistance with accounts or retirement plans. Several may also be compensated based on insurance sales commissions.

Item 4—Disciplinary History: Do you or your financial professionals have legal or disciplinary history?

Yes, financial professionals at Kelsey Financial have a legal or disciplinary history.

Visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research your financial professionals.

Conversation Starters: You might ask the following question of a financial professional to start a conversation about the financial professional’s disciplinary history: *“As a financial professional, do you have any disciplinary history? For what type of conduct?”*

Item 5—Additional Information

For additional information on our investment advisory services and to request a copy of the relationship summary, go to IAPD at <https://adviserinfo.sec.gov/firm/brochure/314950>.

To obtain up-to-date information and request a copy of this Customer Relationship Summary, you may call: 833-453-5739. You may also find additional information about Kelsey Financial’s investment advisory services and request a copy of this Customer Relationship Summary by visiting: <https://www.kelseyfinancial.net>.

Conversation Starters: Ask us the following questions: *“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?”*