

Client Relationship Summary (Form CRS)

As of 03/28/2024

Item 1 - Introduction

Financial Alternatives, Inc. is registered with the Securities and Exchange Commission (SEC) as an investment adviser. Brokerage and investment advisory services and fees differ and it is important for you to understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://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?

We offer investment advisory services to retail investors on a *fee-only* basis. We also offer financial planning, advice, and consulting. We advise and manage a variety of investment types and products, and we have no proprietary products to sell.

After you engage our services, we assess your needs and circumstances and typically manage your accounts on a discretionary basis – which means we do not need to contact you for approval for buying or selling in your accounts. Therefore, it is critical that you promptly notify us if there is any change in your financial situation or investment objectives.

We have a limited number of non-discretionary accounts where trades are subject to preapproval. Since you ultimately decide on the management in this case, trades may occur separately from discretionary accounts; thus, execution and performance may be effected.

We review supervised accounts on an ongoing basis using various tools and practices and allow you to impose reasonable restrictions on our services. In some cases, we require a minimum annual fee.

For additional information, please refer to adviserinfo.sec.gov or financialalternatives.com for our Form ADV Part 2A (Items 4, 7, and 13).

Questions to Ask (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?

Item 3 – Fees, Costs, Conflicts, and Standard of Conduct

What fees will I pay?

If we provide you discretionary investment advisory services, we may use a fixed fee, a fee that is based upon a percentage of the market value of assets under management ("AUM"), or a combination of these. Fees based solely on AUM typically range from 0.50% to 1.00% on a flat or tiered rate schedule. Fees are prorated and paid quarterly, in advance, based upon the market value of the AUM on the last business day of the previous quarter.

Our fees vary based on qualitative and quantitative factors, may include hourly charges, and are negotiable in some cases. Client accounts may be subject to a minimum annual fee. If we provide you financial planning, advice, or consulting, a separate stand-alone fee may be charged.

You may be assessed charges in addition to our fees such as: custodian/broker-dealer account maintenance and transfer fees, transaction-related fees for purchases or sales, and mutual fund expenses.

Because our AUM fee is based on the amount of your assets under our management, the more assets you entrust us to manage, the more you will pay us for our services. Therefore, we have an incentive to encourage you to increase the amount of assets that you entrust to us. Potential conflicts of interest arise depending on how advisory fees are assessed, please refer to the examples in the section below and in more detail in our Form ADV Part 2A (Item 5) available at adviserinfo.sec.gov or financialalternatives.com.

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.

Questions to Ask (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 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:

If our fees are based on a percentage of assets under management ("AUM"), any advice or activity that increases AUM will increase the fee, and the opposite will decrease the fee. If our fees are based on billable time at an hourly rate, any advice or activity that requires more billable time and/or a higher hourly rate will increase the fee, and the opposite will decrease the fee. If we assess fees based on a fixed or flat amount, any advice or activity that overestimates the fee, relative to the service provided, will improve the economics of the fee, and the opposite will worsen the economics of the fee. Thus, we have an incentive to increase your assets under management, increase billable time and/or rates, and overestimate fixed or flat fees relative to the service provided, depending on the billing method we use; however, we still must act in your best interest.

For additional information, please refer to adviserinfo.sec.gov or financialalternatives.com for our Form ADV Part 2A (Items 5 and 11).

Questions to Ask (Conversation Starters)

- 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 employees of the firm and are paid a fixed salary. Employees may also receive bonuses at management's discretion and/or based on specific performance such as individual contribution, overall firm revenue, or client retention. None of our employees receive compensation for the sale of securities or other investment products to our clients.

Item 4 – Disciplinary History

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

No, our firm and our financial professionals do not have any legal or disciplinary history. Please go to Investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

Questions to Ask (Conversation Starters)

- As a financial professional, do you have any disciplinary history? For what type of conduct?

Item 5 - Additional Information

Please contact us at (858)459-8289 for up-to-date information about our firm's services, or to request a copy of this Form CRS and other disclosures. You may also refer to our Form ADV online at adviserinfo.sec.gov or financialalternatives.com.

Questions to Ask (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?