

Form CRS: Customer Relationship Summary

March 2024

Matson Financial Advisors, Inc., (MFA) is a Registered Investment Advisory (RIA) firm registered with the US Securities and Exchange Commission. Certain Investment Advisor Representatives (IAR) are also licensed Registered Representatives (RR) of Cetera Advisor Networks, LLC a FINRA registered broker dealer. See [Cetera Form CRS](#).

Retail brokerage (brokerage) and investment advisory (advisory) services and fees differ. 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://investor.gov/CRS), which also provides educational materials about broker/dealers, investment advisers, and investing.

What investment services and planning advice can you provide me?

- We offer investment advisory services to retirement and non-retirement clients as well as charitable organizations. Investment portfolios are designed using mutual funds, exchange traded funds (ETFs), stocks, bonds, certificates of deposit, money market funds and annuities.
- We offer Financial Planning services, which cover topics such as Retirement, Estate Planning, Investments, Tax Planning, Insurance and Charitable Giving.
- We develop investment recommendations in accordance with your financial planning and investment objectives. We may execute transactions with your prior approval (non-discretionary investment authority). Our engagement continues until notification in writing by either party. Refer to [ADV Part 2A Item 5](#)
- We offer a variety of investments including stocks, bonds and other fixed-income investments, mutual funds, exchange-traded funds, and annuities. We do not offer proprietary products. Other firms may offer investment products we do not.
- There is ongoing monitoring of client portfolios. Refer to [ADV Part 2A Item 4](#)
- Review meetings with clients on at least an annual basis.
- We do require an account/relationship minimum fee in order to open/maintain an account or establish a relationship. There is a minimum annual fee of \$2,500 for ongoing financial planning/wealth management advice.

Questions to Ask

- ✓ *Given my financial situation, should I choose to pay for ongoing investment advisory or transaction-based brokerage services? Why would one option be more suited to my situation than the other?*
- ✓ *How does firm select investments you recommend for me to consider for my portfolio?*
- ✓ *I need help in mapping my financial future. Can you help me develop a plan if I don't have significant investment assets?*
- ✓ *What is your relevant experience, including your licenses, education and other qualifications? Based on your licensing or other qualifications are you limited to offering specific types of services or investments?*
- ✓ *How often will you monitor my account performance or offer advice if I have a brokerage account? An advisory account?*

What fees will I pay?

- Fees for planning/wealth management services are generally charged as a fixed dollar fee. This planning/wealth management fee depends on services selected, level of assets and complexity of each client's circumstances. Firm will invoice client on a quarterly, semi-annual or annual basis in arrears. [ADV Part 2A Item 5](#)
- Advisory fees paid to MFA are separate and distinct from the fees and expenses charged by mutual funds, annuities and/or ETFs to shareholders. These fees will generally include a mutual fund management fee and other fund expenses such as a distribution fee (12b-1). These fees increase the overall costs and will reduce the value of your investment over time. A client can invest in a mutual fund or ETF directly without the services of MFA.
- 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.
- Client is solely responsible for all commissions, custodial, transaction, trading charges and charges related to the custody of securities and annual maintenance fees for retirement accounts managed by IAR. Client will pay account service fees, asset movement fees, account transfer fees, checking fee and any optional services chosen by client.
- Financial Planning services are billed separately and billed at a fixed rate. For more information, refer to [ADV Part 2A](#)

Questions to Ask

- ✓ *Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go toward fees and costs and how much will be invested?*
- ✓ *What other fees and costs will I be expected to pay annually?*
- ✓ *How much would I expect to pay per year for an advisory account? How much for a typical brokerage account?*

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 act in your best interest and do not put our interest ahead of yours.
- When we act as your investment adviser, we are subject to a fiduciary duty which creates other obligations to you. The way we make money creates some conflicts with your interests.
- You should understand and ask us about these conflicts because they affect the recommendations, we provide you. Refer to [Form ADV Part 2A](#) and [Cetera Form CRS](#) for more detailed information. Here are some examples:
 - Firm earns compensation by charging a fixed dollar advisory fee or fee based on percentage of assets under management. The greater the value of the assets in your account, and more complex the ongoing planning engagement, the more you will pay in fees. We have a financial incentive to encourage you to increase the amount of assets under firm management.
 - The fee you pay as a percentage of the assets managed may decline as the value of the assets increases.
 - Firm has a financial incentive to recommend rolling over qualified retirement plan assets into an IRA we manage. We educate clients on the options available to them, the fees and benefits associated with each choice and allow client to choose which is in their best interest.
 - An IAR who is a RR of Cetera and receives compensation in the form of asset-based sales charges or recommends a security which results in a commission being paid represents a conflict of interest.

Question to Ask

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

How do your financial professionals make money?

- IAR's receive a portion of compensation based on revenue generated from the client accounts serviced directly. Compensation is not directly related to the amount of client assets overseen, products sold, or sales commissions. Other Associated Persons are compensated by salary and bonus. The firm IAR's do not receive compensation through sales awards or prizes.
- IAR's have incentive to solicit additional business which would reduce IAR time to service existing client relationships.

Do your financial professionals have legal or disciplinary history?

- No

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

Question to Ask

✓ *As a financial professional, do you have any disciplinary history?*

For additional information about our services, please visit [Adviserinfo.sec.gov](https://adviserinfo.sec.gov) and reference our CRD #122480, or visit our website for [Form ADV Part 2A Disclosure Brochure](#). If you would like us to send you a copy of this Form CRS disclosure, please call 203-743-0131.

Questions to Ask

- ✓ *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?*