

Ifrah Financial Services – Form CRS**Item 1 – Introduction**

Ifrah Financial Services, Inc. (“Ifrah”, “we”, “us” or “our”) is registered with the Securities Exchange Commission (“SEC”) as registered investment adviser. Investment advisory services and compensation structures differ from that of a registered broker-dealer, and it is important that you understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/crs). The site 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 provide discretionary investment advisory services, individual portfolio management and model portfolio management services to individuals, trusts and estates (our “retail investors” or “clients”). When a client engages us to provide discretionary investment management services, we shall monitor, on a continuous basis, the investments in the accounts over which we have discretionary authority as part of our investment management service. Furthermore, when engaged on a discretionary basis, we shall have the authority, without prior consultation with you (unless you impose restrictions on our discretionary authority), to buy, sell, trade and allocate the investments within your account(s) consistent with your investment objectives. Our discretionary authority over your account(s) shall continue until our engagement is terminated. Our firm provides investment supervisory and management services to clients that may use model asset allocation portfolios. Each is designed to meet a particular investment goal. For more information, please see Item 4 of our [ADV Part 2A](#) Disclosure Brochure. In certain circumstances, our firm may also provide discretionary management of accounts outside of the model managed programs.

Ifrah may allocate a portion of a client’s investment assets among unaffiliated independent investment managers (per the terms of a sub-advisory agreement between Ifrah and the manager) in accordance with the client’s designated investment objective(s). In such situations, the Independent Manager[s] shall have day-to-day responsibility for the active discretionary management of the allocated assets. Ifrah shall continue to render investment supervisory services to the client relative to the ongoing monitoring and review of account performance, asset allocation and client investment objectives. To the extent specifically requested, we may provide financial planning and consulting services and, general non-securities advice on topics that may include tax and budgetary planning, estate planning and business planning. When a client engages us to provide financial planning and consulting services, on a stand-alone and separate fee basis, we rely upon the information provided for our review and do not verify or monitor any such information while providing this service. Our financial planning services are completed upon the communication of our recommendations to the client. If requested by the client, we may recommend the services of other professionals for implementation purposes. The client retains absolute discretion over all such implementation decisions and is free to accept or reject any recommendation from Ifrah. We may also recommend the services of other professionals for non-investment implementation purpose (i.e. attorneys, accountants, insurance, etc.). The client is under no obligation to engage the services of any such recommended professional. Ifrah offers participant directed 401(k) plans with Vanguard Retirement Services. We provide advisory services and participant education services. **Additional Information:** For more detailed information about our *Advisory Business* and the *Types of Clients* we generally service, please see Items 4 and 7, respectively in our [ADV Part 2A](#).

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?**

We *may* provide discretionary investment management services to clients on a *fee* basis. Clients that engage Ifrah to provide Investment Supervisory Services and model portfolio management services may pay two fees: (1) an investment advisory fee per the fee schedule set forth at Item 5 of our [ADV Part 2A](#); plus, a (2) separate program fee equal to 0.50% of the assets being managed. The total fee (advisory + program) payable by the client may be more or less than that charged by other investment advisers. Ifrah, in its sole discretion, may charge a lesser investment advisory fee and/or charge a flat fee based upon certain criteria. The fee for Investment Supervisory Services (“Advisory Fee”) is for the personal advisory relationship with an Ifrah advisor as well as client services support and related administration of client accounts. Our annual fees for Investment Supervisory Services (“Advisory Fee”) are charged in advance and based upon a percentage of assets under management and generally range between negotiable and 1.50%. The advisory fee is to be paid quarterly. The quarterly amount will be equal to one quarter of the agreed upon annual rate, multiplied by the market value of the account at the end of the quarter. For Model Portfolio Management Services, we charge a “Program Fee” in addition to our advisory fee. The Program fee is a flat 0.50% per year for all account sizes. The Program Fee is charged in advance

for the quarter, based on the value of the account as of the last day of the quarter and is deducted directly from the client's custodial account. Clients may be charged additional fees for the use of Third-Party Providers. Additional fees are described in detail under Item 5 of our [ADV Part 2A](#). To the extent specifically requested, Ifrah will generally provide planning and consulting services regarding non-investment related matters inclusive of its advisory fee. Our Financial Planning fees are determined based on the nature of the services being provided and the complexity of each client's circumstances. All fees are agreed upon prior to entering into a contract with any client. Our financial planning and consulting fees are calculated and charged on an hourly basis, at the rate of \$250 per hour. Our Consulting Services fees are determined based on the nature of the services being provided and the complexity of each client's circumstances. All fees are agreed upon prior to entering into a contract with any client. **Other Fees and Costs:** Your investment assets will be held with a qualified custodian. We use two qualified custodians. Charles Schwab does not charge any transactions costs for the use of their platform. FOLIOfn charges for transactions using a relatively small asset-based pricing fee for access to their platform with certain unique features. In addition, relative to all mutual fund and exchange traded fund purchases, certain charges will be imposed at the fund level (e.g. management fees and other fund expenses). At FOLIOfn, brokerage commissions and transaction fees are included as a part of the asset-based pricing for trades. Our advisory and financial planning and consulting fees will be deducted from the client's custodial account. Clients are provided, at least quarterly, with written transaction confirmation notices and regular written summary account statements directly from the broker-dealer/custodian. **Additional Information:** We do not accept performance-based fees. 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 more detailed information about our fees and costs related to our management of your account and other services, please see Items 5 and 12 of our [ADV Part 2A](#).

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?

When we act as your investment adviser, we have a fiduciary obligation 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. Below is an example to help you understand what this means:

*If Ifrah recommends a client roll over their retirement plan assets into an account to be managed by Ifrah, such a recommendation creates a conflict of interest if Ifrah will earn new (or increase its current) compensation as a result of the rollover.

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

Additional Information: For more detailed information about our conflicts of interest, please review Items 4, 5, 10, 11, 12 and 14 of our [ADV Part 2A](#).

How do your financial professionals make money?

Our financial advisors are compensated based on assets under management and may be paid a bonus. You should discuss your financial professional's compensation directly with your financial professional.

Item 4 – Disciplinary History

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

No. However, we encourage you to visit www.investor.gov/CRS to research our firm and our financial professionals. Furthermore, we encourage you to ask your financial professional: *As a financial professional, do you have any disciplinary history? If so, for what type of conduct?*

Item 5 – Additional Information

Additional information about Ifrah is available on the SEC's website at www.adviserinfo.sec.gov. You may contact our Chief Compliance Officer, Patrick Ifrah, at any time to request a current copy of our ADV Part 2A or our *relationship summary*. Our Chief Compliance Officer may also be reached by phone: (501) 821-7733.

Who is my primary contact person? Is he or she a representative of an investment adviser or broker-dealer? Who can I talk to if I have concerns about how this person is treating me?