

FAIRWAY FINANCIAL, LLC

Form CRS – Client Relationship Summary

September 4, 2024

Item 1 – Introduction: Is an investment advisory account right for you?

Fairway Financial, LLC is registered with the Securities and Exchange Commission as an investment adviser. Please be aware that brokerage and investment advisory services and fees differ and that 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 – What investment services and advice can you provide me?

We offer investment advisory services to retail investors. Our services generally consist of Portfolio Management Services, Financial Planning & Consulting Services, Selection of Other Advisers, and Education Seminars & Workshops. As part of our portfolio management service, we provide continuous supervisory and management services with respect to your account(s). If you open an investment account with our firm, we will monitor your accounts on an ongoing basis and will conduct account reviews periodically to ensure the advisory services provided to you are consistent with your investment needs and objectives.

We manage investment accounts on a *discretionary* basis where we *will decide* which investments to buy or sell for your account. We will also have discretion to select, retain or replace third-party managers to manage your accounts. You may limit our discretionary authority (for example, limiting the types of securities that can be purchased or sold for your account) by providing our firm with your restrictions and guidelines in writing. We may advise you on any type of investment that we deem appropriate based on your stated goals and objectives. We may also provide advice on any type of investment held in your portfolio at the inception of our advisory relationship. Our investment strategies and advice are based on each client's specific financial situation. Generally, we require a minimum account size of \$500,000 to open and maintain an advisory account with our firm, but we may waive or lower this minimum requirement in our sole discretion.

Please refer to Items 4, 7, & 13 of our Form ADV Part 2A for additional information: [ADV Part 2A](#)

(The full URL is <https://adviserinfo.sec.gov/firm/brochure/134675>)

Conversation Starters. Ask your financial professional—

- ❖ *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 – What fees will I pay?

Our fees vary depending on the services you receive. Portfolio management fees are based upon a percentage of your assets under our management and are typically payable quarterly in advance, depending on the payment arrangement negotiated with the client and set forth in the client agreement. The more assets there are in your advisory account, the more you will pay in fees. Therefore, we have an incentive to encourage you to increase the assets in your account. For financial planning and consulting services, we charge a fixed fee or an hourly fee depending on the services and client circumstances. Our fees and fee-paying arrangements are negotiable depending upon the complexity and scope of the service, your financial situation, and your investment objectives.

Please refer to Item 5 of our Form ADV Part 2A for additional information: [ADV Part 2A](#)

Description of Other Fees and Costs: The fees that you pay to our firm for investment advisory services are separate and distinct from the fees and expenses charged by investment companies (i.e., mutual funds, exchange traded funds, unit investment trusts and variable annuities). These fees are described in each fund's prospectus. These fees will generally include a management fee and other fund expenses. You will also incur transaction charges and/or brokerage fees when purchasing or selling securities. These charges and fees are typically imposed by the custodial broker dealer that executes the trade. The custodial broker dealer may also charge your account for custodial fees, retirement account fees, trust fees, exchange fees, redemption fees that may be assessed on investment company shares, transfer fees, account termination fees or other special service fees and charges. We do not share in any portion of these fees imposed by the custodial broker dealer. To fully understand the total cost you will incur, you should review all the fees charged by investment companies, broker-dealers, our firm, and others. 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.

Please refer to Item 5 of our Form ADV Part 2A for additional information: [ADV Part 2A](#)

Conversation Starter. Ask your financial professional—

- ❖ *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:

Third-Party Payments: Our firm's financial professionals are registered representatives with a broker-dealer and/or licensed insurance agents. These individuals receive commission-based compensation in connection with the purchase and sale of securities and/or insurance related products, which is separate and in addition to our advisory fees. These practices present a conflict of interest because these individuals have a financial incentive to recommend certain investment products to you. Although there are conflicts associated with commission-based compensation, we believe that these outside capabilities enable us to offer additional services and products that may benefit you. Please refer to our ADV Part 2 Brochure to help you understand what conflicts exist.

Conversation Starter. Ask your financial professional—

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

Please refer to our Form ADV Part 2A for additional information: [ADV Part 2A](#)

How do your financial professionals make money?

The financial professionals servicing your account(s) receive compensation that is based on the amount of client assets they service, the revenue the firm earns from the financial professionals' services, and/or the time and complexity required to meet a client's needs. Certain financial professionals receive commission-based compensation based on the investment and/or insurance products sold in their separate capacities as registered representatives of a broker-dealer and/or as license insurance agents.

Item 4 – Do you or your financial professionals have legal or disciplinary history?

No. Neither our firm nor our financial professionals have legal or disciplinary history to disclose.

For a free, simple search tool to research us and our financial professionals please visit [Investor.gov/CRS](https://www.investor.gov/crs).

Conversation Starter. Ask your financial professional—

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

Item 5 – Additional Information

For additional information about our advisory services, please refer to our [ADV Part 2A](#) and the individual Form ADV Part 2B brochure supplement(s) your representative provides. If you have any questions, need up-to-date information and/or need a copy of this Client Relationship Summary, please call us at (407) 628-0850.

Conversation Starters. Ask your financial professional—

- ❖ *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?*