

## **Form CRS: Client Relationship Summary**

### **Introduction**

Action Point Financial Planning, LLC DBA Fiduciary Financial Advisors (CRD #172103) is registered with the Securities and Exchange Commission as an investment adviser. Brokerage and investment advisory services and fees differ, and it is important for retail investors to understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](http://Investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

### **Relationships and Services**

#### ***What investment services and advice can you provide me?***

**Services:** We offer investment advisory services to retail investors. Our primary service offering is wealth management, a combination of financial planning and discretionary portfolio management. We may also offer portfolio management and/or financial planning as a stand-alone service. Our portfolio management services can also be provided through a wrap program. We work closely with you to identify your investment goals and objectives, as well as your risk tolerance and financial situation to develop an investment approach.

**Accounts, Investments, and Monitoring:** We provide services to individual, joint, retirement, trust, and estate accounts. We primarily use low-cost institutional mutual funds and exchange-traded funds in constructing portfolios. We do not offer proprietary products. As part of our services, we monitor portfolios and securities in accounts on a regular and continuous basis. We also meet with you at least annually, or more frequently, depending on your needs.

**Investment Authority:** We manage portfolios on a discretionary basis, which means that we have the authority to buy and sell investments in your account without speaking with you prior to doing so. Our engagement will continue until you notify us otherwise in writing.

**Account Minimums and Other Requirements:** We do not have an account size minimum, though each IAR registered with our firm can set their own minimum investment size. Several of our registered IARs can work with clients at no minimum asset level.

**Additional Information:** For more detailed information on our relationships and services, please see the following sections of our Form ADV Part 2A available via our firm's Investment Adviser Public Disclosure Page: Advisory Services, Review of Accounts and Types of Clients.

#### ***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?"

### **Fees, Costs, Conflicts, and Standard of Conduct**

#### ***What fees will I pay?***

The fee for recurring fixed-fee financial planning ranges from \$140-\$30,000 annually, depending on the complexity of the client's financial situation, the time involved, the number of topics covered, and the Advisor expertise. The fee may be billed on a monthly or quarterly basis. For non-recurring planning work, one-time project fees may be up to \$5,000, while our maximum hourly fee is \$350.00 per hour which is accrued in 15-minute intervals. For all financial planning engagements, the fee is agreed upon in advance of any work that we do for you and will be outlined in a written agreement that you will sign at the inception of the engagement.

Our portfolio management fee may be either 1) an asset-based fee ranging from 0.30% to 0.95% annually based on a tiered schedule or 2) a flat annual fee based on household net worth which has a fee range of \$7,500-\$45,000. Our wrap program fee is an annual fee range of 0.19%-0.29%, based on account type, in addition to the asset-based fee. Fees are negotiable. Asset-based fees will be collected on a quarterly or monthly basis and calculated as a percentage of the account value(s) that we manage. The more assets you have in your advisory accounts, the more you will pay us in fees. Therefore, we may have an incentive to encourage you to place more

assets in your accounts. Our management fee does not include brokerage commissions, transaction fees, or other related costs and expenses that are normally incurred by the client.

Client accounts are managed through our wrap program, the asset-based fee includes most transaction costs and account fees. All our fees are separate from internal management fees associated with mutual funds and exchange-traded funds.

**Additional Information:** 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. You can find more detailed information about our fees and costs in Item 5 of our Firm Brochure.

**Conversation Starter:** “Help me understand how these fees and costs might affect my investments. If I give you \$100,000 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 advisor, we must act in your best interest and not put our interests 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 is an example: 1) We may recommend a particular custodian from whom we receive support services, many of which benefit our clients. However, this presents a conflict of interest, because our receipt of their support makes us more inclined to continue recommending them. Ultimately you decide where to open your accounts. Choosing a different custodian may result in a loss of quality of service. 2) Some of our Advisors are licensed insurance agents who may receive commissions for the sale of insurance products. This is a conflict of interest because there may be a financial incentive to recommend and sell the insurance products. This other activity pays them commissions that are separate from our fees and gives them a financial incentive to recommend and sell insurance products to our clients. 3) We may recommend that the client rollover a retirement account for us to manage. This creates a financial incentive because we charge a fee for our services. We attempt to mitigate the conflict of interest by acting in your best interest by applying an impartial conduct standard on all rollovers. 4) We charge an additional fee for our wrap program, which gives us a financial incentive to recommend it. We attempt to mitigate the conflict of interest by always acting in your best interest through our fiduciary duty to you.

**Additional Information:** For more detailed information, please see *Item 10* Financial Industry Activities and Affiliations, *Item 12* Brokerage Practices, and *Item 14* Client Referrals and Other Compensations of our Form ADV Part 2A in our firm’s Investment Advisor Public Disclosure page.

**How do your financial professionals make money?**

Our financial professionals receive compensation based on the amount of fees they earn for the firm or manage.

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

Yes, we have legal and disciplinary events. Visit <https://www.investor.gov/> for a free, simple search tool to research us and our financial professionals.

**Conversation Starter:** “As a financial professional, do you have any disciplinary history? For what type of conduct?”

**Additional Information**

**You can find additional information about our investment advisory services and request a copy of our relationship summary using one of the following methods:**

Website: [www.forfiduciary.com](http://www.forfiduciary.com)

Address: 124 Fulton St. East, Grand Rapids, MI 49503

Email: [hello@ffadviser.com](mailto:hello@ffadviser.com)

Telephone: (616) 622-3062

**Conversation Starter:**

“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?”