

# HomeRun Financial, LLC

## Wrap Fee Program Brochure

*This wrap fee program brochure provides information about the qualifications and business practices of HomeRun Financial, LLC. If you have any questions about the contents of this brochure, please contact HomeRun IQ at (844) 474-4747 or by email at: [info@homeruniq.com](mailto:info@homeruniq.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.*

*Additional information about HomeRun Financial, LLC is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). HomeRun Financial, LLC's CRD number is: 293085.*

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*Registration does not imply a certain level of skill or training.*

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## **Item 2: Material Changes**

HomeRun Financial, LLC has the following material changes to report. Material changes relate to HomeRun Financial, LLC's policies, practices or conflicts of interests.

- The firm's ownership has been updated on Schedule A and B of the Part 1 and Item 4 of the Wrap Fee Brochure.

## Item 3: Table of Contents

Item 1: Cover Page	
Item 2: Material Changes	2
Item 3: Table of Contents	3
Item 4: Services Fees and Compensation	5
A. Description of Services	5
B. Contribution Cost Factors	6
C. Additional Fees	6
D. Compensation of Client Participation	6
Item 5: Account Requirements and Types of Clients	7
Item 6: Portfolio Manager Selection and Evaluation	7
A. Selecting/Reviewing Portfolio Managers	7
Standards Used to Calculate Portfolio Manager Performance	7
Review of Performance Information	7
B. Related Persons	7
C. Advisory Business	7
Wrap Fee Portfolio Management	8
Performance-Based Fees and Side-By-Side Management	8
Services Limited to Specific Types of Investments	8
Client Tailored Services and Client Imposed Restrictions	9
Wrap Fee Programs	9
Amounts Under Management	9
Methods of Analysis and Investment Strategies	9
Material Risks Involved	10
Risks of Specific Securities Utilized	10
Voting Client Proxies	11
Item 7: Client Information Provided to Portfolio Managers	11
Item 8: Client Contact with Portfolio Managers	11
Item 9: Additional Information	11
A. Disciplinary Action and Other Financial Industry Activities	11

Criminal or Civil Actions	11
Administrative Proceedings	12
Self-regulatory Organization Proceedings	12
Registration as a Broker/Dealer or Broker/Dealer Representative	12
Registration as a Futures Commission Merchant, Commodity Pool Operator, or Commodity Trading Advisor	12
Registration Relationships Material to this Advisory Business and Possible Conflicts of Interests	12
Selection of Other Advisors or Managers and How This Adviser is Compensated for Those Selections	12
B. Code of Ethics, Client Referrals, and Financial Information	12
Code of Ethics	12
Recommendations Involving Material Financial Interests	13
Investing Personal Money in the Same Securities as Clients	13
Trading Securities At/ Around the Same Time as Clients' Securities	13
Frequency and Nature of Periodic Reviews and Who Makes Those Reviews	13
Factors That Will Trigger a Non-Periodic Review of Client Accounts	13
Content and Frequency of Regular Reports Provided to Clients	14
Economic Benefits Provided by Third Parties for Advice Rendered to Clients (Includes Sales Awards or Other Prizes)	14
Compensation to Non - Advisory Personnel for Client Referrals	14
Balance Sheet	14
Financial Conditions Reasonably Likely to Impair Ability to Meet Contractual Commitments to Clients	14
Bankruptcy Petitions in Previous Ten Years	14

## **Item 4: Services Fees and Compensation**

HomeRun Financial, LLC (hereinafter “HomeRun Financial”), a separate entity is owned by HomeRun IQ, Corporation (hereinafter “HomeRun IQ”) and Marc Tamres and Ronald Peters own HomeRun IQ, Corporation. The firm offers the following services to advisory clients:

### **A. Description of Services**

HomeRun Financial participates in and sponsors a wrap fee program, which allows HomeRun Financial to manage client accounts for a single fee that includes both portfolio management services, clearing, custody and reporting, and brokerage costs. HomeRun Financial provides robo-advisory portfolio management services via an online interface.

HomeRun IQ is focused on providing clients in the real estate industry the ability to understand, plan, and to implement a capital strategy through HomeRun Financial to meet future obligations. The fee schedule is set forth below:

HomeRun IQ charges a flat-fee monthly on a per unit basis where a unit is considered to be an apartment, a condo, townhome, a home in a planned development or a single-family residence. Thus, a two condo building, has two units and a 300 townhome complex would be 300 units. Small properties pay more per unit but less in total than larger properties, and larger properties will pay less per unit but more in total than smaller properties.

Included in HomeRun IQ services:

- Property Owners and Governing Board Controlled Access
- Documentation and Records
- Physical Property Information Management
- Property Capital Accounting
- Property Recommendations
- Financial Planning and Scenarios
- Investment Management Service through HomeRun Financial
- Tracking Disbursement for Property Obligations
- Market and Industry Information Delivered through Technology

HomeRun IQ's flat-fee service model aligns the firm's incentives with those of its clients. HomeRun IQ and HomeRun Financial do not receive any added compensation based on the amount of funds invested, whether that amount is charged in a single or combined flat fee. HomeRun IQ and HomeRun Financial furthermore are not compensated by the investment products or financial service providers. Our incentive is to provide clients the best possible services to plan and meet their long-term objectives.

The maximum price of potential services per unit per month is \$30 and as the size of properties increase, the price per unit decreases.

If not available or more detailed physical building information is desired by clients, this could be a separate fee, and potentially provided by 3<sup>rd</sup> parties.

For large properties exceeding 5000 units or do not fit a per unit definition, HomeRun IQ will consider exceptions negotiated on a case-by-case basis or future offerings.

These fees are negotiable depending upon the needs of the client and complexity of the situation and the final fee schedule is attached as Exhibit II of the client contract.

Fees are invoiced to the client through HomeRun IQ and paid typically monthly. The effective date of termination will be the subsequent monthly billing date.

Clients may terminate the service without penalty, if not part of any promotional program, through the on-line service.

## **B. Contribution Cost Factors**

The program may cost the client more or less than purchasing such services separately. There are several factors that bear upon the relative cost of the program, including the trading activity in the client's account, the adviser's ability to aggregate trades, and the cost of the services if provided separately (which in turn depends on the prices and specific services offered by different providers).

## **C. Additional Fees**

Clients who participate in the wrap fee program will not have to pay for transaction or trading fees.

## **D. Compensation of Client Participation**

Neither HomeRun Financial, nor any representatives of HomeRun Financial receive any additional compensation beyond advisory fees for the participation of client's in the wrap fee program. HomeRun Financial targets the most cost-efficient investment offerings, however, total compensation received may be more than what would have been received if client paid separately for investment advice, brokerage, and all other included services. Therefore, HomeRun Financial may have a financial incentive to recommend the wrap fee program to clients.

## **Item 5: Account Requirements and Types of Clients**

HomeRun Financial generally provides its wrap fee program services to the following types of clients:

- ❖ Real Estate Properties, Corporations or Business Entities

There is no account minimum.

## **Item 6: Portfolio Manager Selection and Evaluation**

### **A. Selecting/Reviewing Portfolio Managers**

HomeRun Financial may work with sub-advisors and diligently select portfolio managers for administration and to be custodian of investments within this wrap fee program.

#### ***Standards Used to Calculate Portfolio Manager Performance***

HomeRun Financial will use industry standards to calculate portfolio manager performance.

#### ***Review of Performance Information***

HomeRun Financial reviews the performance information to determine and verify its accuracy and compliance with presentation standards. The performance information is reviewed quarterly and is reviewed by HomeRun Financial.

### **B. Related Persons**

HomeRun Financial and its personnel serve as the portfolio managers for all wrap fee program accounts. This is a conflict of interest in that no outside adviser assesses HomeRun Financials' management of the wrap fee program. However, HomeRun Financial addresses this conflict by acting in its clients' best interest consistent with its fiduciary duty as sponsor and portfolio manager of the wrap fee program.

### **C. Advisory Business**

HomeRun Financial offers portfolio management services to its wrap fee program participants as discussed in Section 4 above.

### ***Wrap Fee Portfolio Management***

HomeRun Financial offers ongoing portfolio management services based on the individual goals, objectives, time horizon, and risk tolerance of each client. HomeRun Financial creates an Investment Policy Statement for each client, which outlines the client's current situation (income, tax levels, and risk tolerance levels) and then constructs a plan (the Investment Policy Statement) to aid in the selection of a portfolio that matches each client's specific situation. Portfolio management includes, but is not limited to, the following:

- |                       |                                |
|-----------------------|--------------------------------|
| • Investment strategy | • Personal investment policy   |
| • Asset allocation    | • Asset selection              |
| • Risk tolerance      | • Regular portfolio monitoring |

HomeRun Financial evaluates the current investments of each client with respect to their risk tolerance levels and time horizon. Risk tolerance levels are documented in the Investment Policy Statement, which is given to each client.

Portfolio management accounts participating in the wrap fee program will not have to pay for transaction or trading fees. HomeRun Financial will charge clients one fee, and pay transaction fees using the fixed fee collected from the client. Certain other fees are not included in the wrap fee and are paid for separately by the client outside the scope of services that may include transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions, and added statements.

Accounts participating in the wrap fee program are not charged higher advisory fees based on trading activity, but clients should be aware that HomeRun Financial has an incentive to limit trading activities for those accounts since the firm absorbs those transaction costs. To address this conflict, HomeRun Financial will always act in the best interest of its clients consistent with its fiduciary duty as an investment adviser.

### ***Performance-Based Fees and Side-By-Side Management***

HomeRun Financial does not accept performance-based fees or other fees based on a share of capital gains on or capital appreciation of the assets of a client.

### ***Services Limited to Specific Types of Investments***

HomeRun generally limits its investment advice to mutual funds, fixed income securities, equities, ETFs and treasury inflation protected/inflation linked bonds. HomeRun may use other securities as well to help diversify a portfolio when applicable.

### ***Client Tailored Services and Client Imposed Restrictions***

HomeRun Financial will tailor a program for each individual client based on their potential obligations. This will include gathering information to get to know the client's specific needs and requirements as well as a plan that will be executed by HomeRun Financial on behalf of the client. HomeRun Financial may use model portfolios in combination with other technique that are based on clients obligations restrictions, needs, and targets.

Clients may not impose restrictions in investing in certain securities or types of securities in accordance with their values or beliefs.

### ***Wrap Fee Programs***

HomeRun Financial sponsors and acts as portfolio manager for this wrap fee program. HomeRun Financial manages the investments in the wrap fee program. The fees paid to the wrap account program will be given to HomeRun Financial as a management fee.

### ***Amounts Under Management***

HomeRun Financial has the following assets under management:

Discretionary Amounts:	Non-Discretionary Amounts:	Date Calculated:
\$0	\$0	March 2018

### ***Methods of Analysis and Investment Strategies***

HomeRun Financials methods of analysis include Fundamental analysis.

**Fundamental analysis** involves the analysis of financial statements, the general financial health of companies, and/or the analysis of management or competitive advantages.

### ***Investment Strategies***

HomeRun Financial uses long term trading.

**Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.**

## ***Material Risks Involved***

**Fundamental analysis** concentrates on factors that determine a company's value and expected future earnings. This strategy would normally encourage equity purchases in stocks that are undervalued or priced below their perceived value. The risk assumed is that the market will fail to reach expectations of perceived value.

## ***Investment Strategies***

**Long term trading** is designed to capture market rates of both return and risk. Due to its nature, the long-term investment strategy can expose clients to various types of risk that will typically surface at various intervals during the time the client owns the investments. These risks include but are not limited to inflation (purchasing power) risk, interest rate risk, economic risk, market risk, and political/regulatory risk.

**Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.**

## ***Risks of Specific Securities Utilized***

Clients should be aware that there is a material risk of loss using any investment strategy. The investment types listed below (leaving aside Treasury Inflation Protected/Inflation Linked Bonds) are not guaranteed or insured by the FDIC or any other government agency.

**Mutual Funds:** Investing in mutual funds carries the risk of capital loss and thus you may lose money investing in mutual funds. All mutual funds have costs that lower investment returns. The funds can be of bond "fixed income" nature (lower risk) or stock "equity" nature.

**Equity** investment generally refers to buying shares of stocks in return for receiving a future payment of dividends and/or capital gains if the value of the stock increases. The value of equity securities may fluctuate in response to specific situations for each company, industry conditions and the general economic environments.

**Fixed income** investments generally pay a return on a fixed schedule, though the amount of the payments can vary. This type of investment can include corporate and government debt securities, leveraged loans, high yield, and investment grade debt and structured products, such as mortgage and other asset-backed securities, although individual bonds may be the best known type of fixed income security. In general, the fixed income market is volatile and fixed income securities carry interest rate risk. (As interest rates rise, bond prices usually fall, and vice versa. This effect is usually more pronounced for longer-term securities.) Fixed income securities also carry inflation risk, liquidity risk, call risk, and credit and default

risks for both issuers and counterparties. The risk of default on treasury inflation protected/inflation linked bonds is dependent upon the U.S. Treasury defaulting (extremely unlikely); however, they carry a potential risk of losing share price value, albeit rather minimal. Risks of investing in foreign fixed income securities also include the general risk of non-U.S. investing described below.

**Exchange Traded Funds (ETFs):** An ETF is an investment fund traded on stock exchanges, similar to stocks. Investing in ETFs carries the risk of capital loss (sometimes up to a 100% loss in the case of a stock holding bankruptcy). Areas of concern include the lack of transparency in products and increasing complexity, conflicts of interest and the possibility of inadequate regulatory compliance.

**Past performance is not a guarantee of future returns. Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.**

### ***Voting Client Proxies***

HomeRun Financial will not ask for, nor accept voting authority for client securities. Clients will receive proxies directly from the issuer of the security or the custodian. Clients should direct all proxy questions to the issuer of the security.

## **Item 7: Client Information Provided to Portfolio Managers**

All client information material to managing the portfolio (including basic information, risk tolerance, sophistication level, and income level) is provided to the portfolio manager. The portfolio manager will also have access to that information as it changes and is updated.

## **Item 8: Client Contact with Portfolio Managers**

HomeRun Financial online service can receive electronic inquiries at any time. Normal business hours are 9am – 5pm PST for general service inquiries. HomeRun Financials' representatives can be reached during regular business hours. Contact information is on the cover page of the Form ADV Part 2B brochure supplement.

## **Item 9: Additional Information**

### **A. Disciplinary Action and Other Financial Industry Activities**

#### ***Criminal or Civil Actions***

There are no criminal or civil actions to report.

### ***Administrative Proceedings***

There are no administrative proceedings to report.

### ***Self-regulatory Organization Proceedings***

There are no self-regulatory organization proceedings to report.

### ***Registration as a Broker/Dealer or Broker/Dealer Representative***

Neither HomeRun Financial nor its representatives are registered as or have pending applications to become a broker/dealer or as representatives of a broker/dealer.

### ***Registration as a Futures Commission Merchant, Commodity Pool Operator, or Commodity Trading Advisor***

Neither HomeRun Financial nor its representatives are registered as or have pending applications to become a Futures Commission Merchant, Commodity Pool Operator, or Commodity Trading Advisor.

### ***Registration Relationships Material to this Advisory Business and Possible Conflicts of Interests***

Neither HomeRun Financial nor its representatives have any material relationships to this advisory business that would present a possible conflict of interest.

### ***Selection of Other Advisors or Managers and How This Adviser is Compensated for Those Selections***

All assets are supervised by HomeRun Financial management. HomeRun Financial may work with sub-advisors and diligently select portfolio managers for administration and to be custodian of investments based on experience, performance and cost. These sub-advisors will be directly compensated for their advisory and services that provides HomeRun Financial clients competitive pricing and does not conflict with HomeRun Financials' fiduciary responsibilities.

## **B. Code of Ethics, Client Referrals, and Financial Information**

### ***Code of Ethics***

Homerun Financial has a written Code of Ethics that covers the following areas: Prohibited Purchases and Sales, Insider Trading, Personal Securities Transactions, Exempted Transactions, Prohibited Activities, Conflicts of Interest, Gifts and Entertainment, Confidentiality, Service on a Board of Directors, Compliance Procedures, Compliance with Laws and Regulations, Procedures and Reporting,

Certification of Compliance, Reporting Violations, Compliance Officer Duties, Training and Education, Recordkeeping, Annual Review, and Sanctions. Our Code of Ethics is available free upon request to any client or prospective client.

### ***Recommendations Involving Material Financial Interests***

HomeRun Financial does not recommend that clients buy or sell any security in which a related person to HomeRun Financial or HomeRun Financial has a material financial interest.

### ***Investing Personal Money in the Same Securities as Clients***

From time to time, representatives of HomeRun Financial may buy or sell securities for themselves that they also recommend to clients. This may provide an opportunity for representatives of HomeRun Financial to buy or sell the same securities before or after recommending the same securities to clients resulting in representatives profiting off the recommendations they provide to clients. Such transactions may create a conflict of interest. HomeRun Financial will always document any transactions that could be construed as conflicts of interest and will never engage in trading that operates to the client's disadvantage when similar securities are being bought or sold.

### ***Trading Securities At/Around the Same Time as Clients' Securities***

From time to time, representatives of HomeRun Financial may buy or sell securities for themselves at or around the same time as clients. This may provide an opportunity for representatives of HomeRun Financial to buy or sell securities before or after recommending securities to clients resulting in representatives profiting off the recommendations they provide to clients. Such transactions may create a conflict of interest; however, HomeRun Financial will never engage in trading that operates to the client's disadvantage when similar securities are being bought or sold.

### ***Frequency and Nature of Periodic Reviews and Who Makes Those Reviews***

Client accounts are reviewed at least quarterly by the Chief Compliance Officer (CCO) or a member of the compliance department. This review assesses clients' accounts with regards to their investment policies and risk tolerance levels. All accounts at HomeRun Financial are assigned to this department.

### ***Factors That Will Trigger a Non-Periodic Review of Client Accounts***

Reviews may be triggered by material market, economic or political events, or by changes in client's financial situations (such as retirement, termination of employment, physical move, or inheritance).

### ***Content and Frequency of Regular Reports Provided to Clients***

Each client will receive at least quarterly from the custodian, a written report that details the client's account including assets held and asset value which will come from the custodian.

### ***Economic Benefits Provided by Third Parties for Advice Rendered to Clients (Includes Sales Awards or Other Prizes)***

HomeRun Financial does not receive any economic benefit, directly or indirectly from any third party for advice rendered to HomeRun Financial clients.

### ***Compensation to Non – Advisory Personnel for Client Referrals***

HomeRun Financial does not directly or indirectly compensate any person who is not advisory personnel for client referrals.

### ***Balance Sheet***

HomeRun Financial does not require nor solicit prepayment of more than \$1,200 in fees per client, six months or more in advance and therefore does not need to include a balance sheet with this brochure.

### ***Financial Conditions Reasonably Likely to Impair Ability to Meet Contractual Commitments to Clients***

Neither HomeRun Financial nor its management have any financial conditions that are likely to reasonably impair our ability to meet contractual commitments to clients.

### ***Bankruptcy Petitions in Previous Ten Years***

HomeRun Financial has not been the subject of a bankruptcy petition in the last ten years.