
Moller Financial Services

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This Brochure provides information about the qualifications and business practices of Moller Financial Services. If you have any questions about the contents of this Brochure, please contact us at 847-441-7575 or info@mollerfinancial.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.

Moller Financial Services is a registered investment adviser. Registration of an Investment Adviser does not imply any level of skill or training. The oral and written communications of an Adviser provide you with information about which you determine to hire or retain an Adviser.

Additional information about Moller Financial Services also is available on the SEC's website at www.adviserinfo.sec.gov. Click on the "Investment Adviser Search" link and then search for "Investment Adviser Firm" using the firm's IARD number, which is 110493.

Material Changes

Types of Advisory Services

There have been no material changes since the last annual update to the firm's brochure (February 2020):

Table of Contents

Moller Financial Services	i
Material Changes	ii
Table of Contents	iii
Advisory Business.....	1
Fees and Compensation.....	3
Performance-Based Fees.....	5
Types of Clients.....	5
Methods of Analysis, Investment Strategies and Risk of Loss	5
Disciplinary Information.....	6
Other Financial Industry Activities and Affiliations	6
Code of Ethics	7
Brokerage Practices	7
Review of Accounts	10
Client Referrals and Other Compensation.....	11
Custody	12
Investment Discretion.....	13
Voting Client Securities.....	13
Financial Information.....	14

Advisory Business

Firm Description

Moller Financial Services was founded in 1991 by John (Jack) Moller. The company employs seven people including four CERTIFIED FINANCIAL PLANNER™ professionals – Jack Moller, CFP®, Nate Eads, CFP®, Emily Murphy, CFP®, and Brian Fritzsche, CFP®, CFA. The firm is owned by Nate Eads, Faith Charles, Brian Fritzsche, Jack Moller, and Dawn Moller. The firm is federally registered with the SEC (Securities and Exchange Commission) as a Registered Investment Adviser.

Moller Financial Services offers personal financial planning and investment management services to individuals, families, and trusts. We work with clients to define financial objectives and to develop strategies for reaching those objectives. Areas of focus may include:

- Investment management
- Tax planning
- Charitable giving
- Estate planning
- Education funding
- Retirement planning
- Insurance risk review
- Special needs planning
- Other issues important to the client

Types of Advisory Services

Our services begin with a personalized financial plan including strategies and recommendations to achieve the client's objectives.

Financial Plan

- Identify and quantify important financial objectives
- Recommend investment strategy to achieve objectives
- Suggest actions to reduce income and estate taxes

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- Review estate documents and net worth for changes or updates to consider
 - Determine need for life, disability, and long-term care insurance
 - Address additional items identified by the client

After reviewing and discussing the financial plan, the client and Moller Financial Services may begin a client – advisor relationship. Moller Financial Services will work in partnership with the client to implement the recommendations, manage the investments, and monitor the plan. Moller Financial Services offers two types of advisor services.

Comprehensive Wealth Management

- Investment management
- Quarterly reports
- Quarterly review of financial plan

Asset Management

- Investment management
- Quarterly reports
- Biennial review of financial goals (every other year)

See the Review of Accounts section for more details on our management process.

Schwab's Institutional Intelligent Portfolios

We offer an automated investment program (the "Program") through which clients are invested in a range of investment strategies we have constructed and manage, each consisting of a portfolio of exchange-traded funds ("Funds") and a cash allocation. The client may instruct us to exclude up to three Funds from their portfolio. The client's portfolio is held in a brokerage account opened by the client at Charles Schwab & Co., Inc. ("CS&Co"). We use the Institutional Intelligent Portfolios® platform ("Platform"), offered by Schwab Performance Technologies ("SPT"), a software provider to independent investment advisors and an affiliate of CS&Co., to operate the Program. We are independent of and not owned by, affiliated with, or sponsored or supervised by SPT, CS&Co., or their affiliates (together, "Schwab"). We, and not Schwab, are the client's investment advisor and primary point of contact with respect to the Program. We are solely responsible, and Schwab is not responsible, for determining the appropriateness of the Program for the client, choosing a suitable investment strategy and portfolio for the client's investment needs and goals, and managing that portfolio on an ongoing basis. We have contracted with SPT to provide us with the Platform, which consists of technology and related trading and account management services for the Program. The Platform enables us to make the Program

available to clients online and includes a system that automates certain key parts of our investment process (the “System”). Based on information the client provides to us, we will recommend a portfolio via the System. The client may then indicate an interest in a portfolio that is one level less or more conservative or aggressive than the recommended portfolio, but we then make the final decision and select a portfolio based on all the information we have about the client. The System also includes an automated investment engine through which we manage the client’s portfolio on an ongoing basis through automatic rebalancing and tax-loss harvesting (if the client is eligible and elects).

We charge clients a fee for our services as described below under *Item 5 Fees and Compensation*. Our fees are not set or supervised by Schwab. Clients do not pay brokerage commissions or any other fees to CS&Co. as part of the Program. Schwab does receive other revenues, including (i) the profit earned by Charles Schwab Bank, a Schwab affiliate, on the allocation to the Schwab Intelligent Portfolios Sweep Program described in the Schwab Intelligent Portfolios Sweep Program Disclosure Statement; (ii) investment advisory and/or administrative service fees (or unitary fees) received by Charles Schwab Investment Management, Inc., a Schwab affiliate, from Schwab ETFs™ Schwab Funds® and Laudus Funds® that we select to buy and hold in the client’s brokerage account; (iii) fees received by Schwab from third-party ETFs that participate in the Schwab ETF OneSource™ program and mutual funds in the Schwab Mutual Fund Marketplace® (including certain Schwab Funds and Laudus Funds) in the client’s brokerage account for services Schwab provides; and (iv) remuneration Schwab may receive from the market centers where it routes ETF trade orders for execution.

We do not pay SPT fees for the Platform so long as we maintain \$100 million in client assets in accounts at CS&Co. that are not enrolled in the Program. If we do not meet this condition, then we pay SPT an annual licensing fee of 0.10% (10 basis points) on the value of our clients’ assets in the Program. This fee arrangement gives us an incentive to recommend or require that our clients with accounts not enrolled in the Program be maintained with CS&Co.

Managed Assets

Moller Financial Services manages \$460,585,514 of client assets on a discretionary basis and \$1,929,121 on a non-discretionary basis as of December 31, 2020. Discretion refers to an investment manager’s ability to decide which securities to purchase and sell for their client.

Fees and Compensation

Compensation Schedule

Moller Financial Services is a fee-only advisory firm. Clients pay the company directly for financial advice and services. Moller Financial Services does not accept commissions or compensation from third parties. Below is a schedule of fees for our services. All fees are billed quarterly, in arrears.

Financial Plan

- \$2,000

Investment Management

- 1.00% per annum of first \$1,000,000 of assets;
- 0.50% per annum of next \$4,000,000 of assets;
- 0.35% per annum on all assets above \$5,000,000

Minimum Fee (Quarterly)

- Comprehensive Wealth Management: \$2,000
- Asset Management: \$750

Moller Financial Services may make other service and fee arrangements at our discretion.

As described in *Advisory Business* (above), clients do not pay fees to SPT or brokerage commissions or other fees to CS&Co. as part of the Program. Schwab does receive other revenues, including (i) the profit earned by Charles Schwab Bank, a Schwab affiliate, on the allocation to the Schwab Intelligent Portfolios Sweep Program described in the Schwab Intelligent Portfolios Sweep Program Disclosure Statement; (ii) investment advisory and/or administrative service fees (or unitary fees) received by Charles Schwab Investment Management, Inc., Schwab affiliate, from Schwab ETFs™ Schwab Funds® and Laudus Funds® that we select to buy and hold in the client's brokerage account; (iii) fees received by Schwab from third-party ETFs that participate in the Schwab ETF OneSource™ program and mutual funds in the Schwab Mutual Fund Marketplace® (including certain Schwab Funds and Laudus Funds) in the client's brokerage account for services Schwab provides; and (iv) remuneration Schwab may receive from the market centers where it routes ETF trade orders for execution. Brokerage arrangements are further described below in *Brokerage Practices*.

Billing

Clients may pay by check or authorize Moller Financial Services to directly debit their Schwab account. The invoice amount is based on the account value at the end of each calendar quarter. If you begin or end management services during a calendar quarter, we will charge a prorated fee.

Billing Other Costs

The client may incur expenses in addition to Moller Financial Services' fees including:

- mutual fund and exchange traded fund expenses

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- brokerage commissions
 - transaction fees
 - custodial fees
 - wire transfer and electronic fund fees
 - taxes

Moller Financial Services does not receive any portion of these expenses.

The Brokerage Practices section describes the factors that Moller Financial Services considers in selecting broker-dealers, such as Charles Schwab, for client transactions and determining the reasonableness of their expenses.

Clients are also responsible for compensation paid to attorneys, accountants, agents, and brokers whom they choose to implement legal, tax, or insurance parts of their plan.

Performance-Based Fees

Moller Financial Services does not charge performance-based fees (fees based on a share of capital gains or on capital appreciation).

Types of Clients

Moller Financial Services generally provides investment advice to individuals, families, and trusts. Client relationships vary in scope and length of service. We do not impose a minimum dollar value of assets or other conditions for opening or maintaining an account, but do have a minimum quarterly fee (see Fees and Compensation section).

Clients eligible to enroll in the Program include individuals, IRAs, and revocable living trusts. Clients that are organizations (such as corporations and partnerships) or government entities, and clients that are subject to the Employee Retirement Income Security Act of 1974, are not eligible for the Program.

Methods of Analysis, Investment Strategies and Risk of Loss

Investment Strategy

Moller Financial Services considers a client's financial resources, objectives, and tax situation when developing and managing an investment strategy. We discuss the recommended strategy with the client during the Financial Plan meeting and provide updates with our quarterly reports.

We generally use low-cost mutual funds and exchange-traded funds (ETFs). The investments we select may be limited to available choices within a client's retirement plan.

We use these funds to invest in stock, bond and commodity asset classes, domestic and international regions, and business sectors.

Moller Financial Services uses the following investment strategy. We may manage a client's portfolio with a single approach or a combination of multiple strategies.

1. Strategic Asset Allocation allocates a targeted percentage to asset classes such as stocks, bonds, and cash. We regularly monitor the portfolio for opportunities to rebalance. When an asset class declines in price relative to the portfolio, we purchase more shares. When an asset class increases in value, we sell some shares. By maintaining a fully invested asset allocation, we are able to diversify and keep transaction costs low. However, the portfolio may experience declines similar to that of the stock market.

Method of Analysis

Moller Financial Services analyzes different characteristics when selecting investments including: asset class, cost, performance, strategy, and size. The main sources of information include Morningstar, investment companies, fund prospectuses, financial publications, websites, and research materials prepared by others. Employees of Moller Financial Services also attend conferences and visit with investment company personnel.

Certain investments apply fundamental analysis. These mutual funds and ETFs use financial information such as sales, cash flow, dividends, and buybacks to determine how much to invest in a company.

Risk of Loss

Investing in securities involves risk of loss that clients should be prepared to bear.

Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of the firm or the integrity of management. Moller Financial Services has no applicable events to report.

Other Financial Industry Activities and Affiliations

Activities

Moller Financial Services does not participate in any other industry business activities.

Affiliations

Registered investment advisers are required to disclose material affiliations or arrangements that may create a conflict of interest for clients. Moller Financial Services has no relationships to report.

Code of Ethics

Policy

The employees of Moller Financial Services have committed to a Code of Ethics. The Code of Ethics includes provisions relating to:

- Confidentiality of client information
- Personal security transactions
- Insider trading
- Gifts and entertainment
- Whistleblower protection

The firm will provide a copy of the Code of Ethics to any client or prospective client upon request.

Participation or Interest in Client Transactions

Moller Financial Services' employees may at times buy or sell securities that are also owned by clients. Employees may not prioritize their own trades ahead of client trades.

The Chief Compliance Officer is Faith Charles. Faith reviews all employee trades each quarter. Her personal trades are reviewed by Nate Eads, President. The personal trading reviews ensure that the personal trading of employees was not based on inside information and not to the detriment of clients. The employee trades are not of a significant enough value to affect the securities markets.

Brokerage Practices

The Custodian and Brokers We Use

Moller Financial Services does not maintain custody of your assets that we manage, although we may be deemed to have custody of your assets if you give us authority to withdraw assets from your account (see Custody, below). Your assets must be maintained in an account at a "qualified custodian". We recommend that clients use Charles Schwab & Co., Inc. (Schwab), a registered broker-dealer, member SIPC, as the qualified custodian. Moller Financial Services is independently owned and operated and is not affiliated with Schwab. Schwab holds your assets in a brokerage account and buy and sell securities when we instruct them to. While we recommend that you use Schwab as custodian, you will decide whether to do so and will open your account with Schwab by entering into an account agreement directly with them. We do not open the account for you, although, we may assist you in doing so. Even though Schwab maintains your account, we can still use other brokers to execute trades for your account.

How We Select Brokers/Custodians

We seek to use a custodian/broker that will hold your assets and execute transactions on terms that are, overall, most advantageous when compared with other available providers and their services. We consider a wide range of factors, including:

- Capability to buy and sell securities for your account
- Capability to facilitate transfers and payments
- Breadth of available investment products
- Quality of services
- Competitiveness of the price of those services
- Reputation, financial strength, and stability
- Prior service to us and our clients
- Availability of other products and services

Your Brokerage and Custody Costs

For our clients' accounts that Schwab maintains, Schwab generally does not charge you separately for custody services but is compensated by charging you commissions or other fees on trades that it executes or that settle into your Schwab account. In addition to commissions, Schwab charges you a flat dollar amount as a "prime broker" or "trade away" fee for each trade that we have executed by a different broker-dealer but where the securities bought or the funds from the securities sold are deposited (settled) into your Schwab account. These fees are in addition to the commissions or other compensation you pay the executing broker-dealer. Because of this, in order to minimize your trading costs, we have Schwab execute most trades for your account. We have determined that having Schwab execute most trades is consistent with our duty to seek "best execution" of your trades. Best execution means the most favorable terms for a transaction based on all relevant factors, including those listed above (see "How we select brokers/custodians").

Products and Services Available to Us from Schwab

Schwab Advisor Services™ serves independent investment advisory firms like Moller Financial Services. Through Schwab Advisor Services, CS&Co. provides us and our clients, both those enrolled in the Program and our clients not enrolled in the Program, with access to its institutional brokerage services— trading, custody, reporting, and related services— many of which are not typically available to CS&Co. retail customers. CS&Co. also makes available various support services. Some of those services help us manage or administer our clients' accounts, while others help us manage and grow our business. CS&Co.'s support

services described below are generally available on an unsolicited basis (we don't have to request them) and at no charge to us. The availability to us of CS&Co.'s products and services is not based on us giving particular investment advice, such as buying particular securities for our clients. Following is a more detailed description of Schwab's support services:

Services That Benefit You

Schwab's institutional brokerage services include access to a broad range of investment products, execution of securities transactions, and custody of client assets. The investment products available through Schwab include some to which we might not otherwise have access or that would require a significantly higher minimum initial investment by our clients. Schwab's services described in this paragraph generally benefit you and your account.

Services That May Not Directly Benefit You

Schwab also makes available to us other products and services that benefit us but may not directly benefit you or your account. These products and services assist us in managing and administering our clients' accounts. They include investment research, both Schwab's own and that of third parties. We may use this research to service all or a substantial number of our clients' accounts, including accounts not maintained at Schwab. In addition to investment research, Schwab also makes available software and other technology that:

- Provide access to client account information
- Facilitate trades and allocate aggregated trade orders for multiple client accounts
- Provide pricing and other market data
- Facilitate payment of our fees from our clients' accounts
- Assist with back-office functions, recordkeeping, and client reporting

Services That Generally Benefit Only Us

Schwab also offers other services intended to help us manage and further develop our business enterprise. These services include:

- Educational conferences and events
- Consulting on technology, compliance, legal, and business needs
- Publications on practice management and business succession

Schwab may provide some of these services itself. In other cases, it will arrange for third-party vendors to provide the services to us. Schwab may also discount or waive its fees for some of these services or pay all or a part of a third party's fees. Schwab may also provide us with other benefits, such as occasional business entertainment of our personnel.

How We Use These Services

We use most of the previously mentioned services from Schwab. These services allow us to focus on what is most important to our clients: providing financial planning advice and managing their investments.

Our Interest in Schwab's Services

The availability of these services from Schwab benefits us because we do not have to produce or purchase them. We don't have to pay for Schwab's services. These services are not contingent upon us committing any specific amount of business to Schwab in trading commissions or assets in custody. We may have an incentive to recommend that you maintain your account with Schwab, based on our interest in receiving Schwab's services that benefit our business rather than based on your interest in receiving the best value in custody services and the most favorable execution of your transactions. This is a potential conflict of interest. We believe, however, that our selection of Schwab as custodian and broker is in the best interests of our clients. Our selection is primarily supported by the scope, quality, and price of Schwab's services (see "How we select brokers/custodians") and not Schwab's services that benefit only us.

Assets held in the Program

Client accounts enrolled in the Program are maintained at, and receive the brokerage services of, CS&Co., a broker-dealer registered with the Securities and Exchange Commission and a member of FINRA and SIPC. While clients are required to use CS&Co. as custodian/broker to enroll in the Program, the client decides whether to do so and opens its account with CS&Co. by entering into a brokerage account agreement directly with CS&Co. We do not open the account for the client. If the client does not wish to place his or her assets with CS&Co., then we cannot manage the client's account through the Program. CS&Co. may aggregate purchase and sale orders for Funds across accounts enrolled in the Program, including both accounts for our clients and accounts for clients of other independent investment advisory firms using the Platform.

Aggregate Orders

Moller Financial Services generally places trade orders individually for each client account. If we have a similar trade order for many clients, we will aggregate the order and allocate shares to each client account. Aggregate trades result in an average price for each client. The execution price may be lower or higher than an individually placed trade.

Aggregate orders do not apply to mutual fund orders because prices are determined at the end of day.

Review of Accounts

Investment Review

Clients may have several accounts that we manage as one household portfolio. A Financial Planner reviews the portfolio periodically to determine if trades are necessary. For the

Strategic Asset Allocation investment strategy, we monitor the client's portfolio approximately every two weeks.

Regular Reports

We provide written reports to clients on a quarterly basis.

Contents

- Investing narrative
- Portfolio recommendations
- Comprehensive Wealth Management (if applicable)
 - Quarter 1 – Goal Planning
 - Quarter 2 – Estate Planning
 - Quarter 3 – Insurance Planning
 - Quarter 4 – Tax Planning
- Portfolio holdings
- Portfolio performance
- Trades since last report

Client Referrals and Other Compensation

Incoming Referrals

We have been fortunate to receive many client referrals over the years. The referrals have come from clients, attorneys, accountants, insurance agents and brokers, employees, and other sources.

We also engage an independent solicitor to provide client referrals. If a client is referred to us by a solicitor, this practice is disclosed to the client in writing by the solicitor and we pay the solicitor out of our own funds—specifically, we generally pay the solicitor a portion of the advisory fees earned for managing the capital of the client or investor that was referred. The use of solicitors is strictly regulated under applicable federal and state law. The firm's policy is to fully comply with the requirements of Rule 206(4)-3, under the Investment Advisers Act of 1940, as amended, and similar state rules, as applicable.

We may receive client referrals from Zoe Financial, Inc. through its participation in Zoe Advisor Network (ZAN). Zoe Financial, Inc. is independent of and unaffiliated with Moller Financial Services and there is no employee relationship between us. Zoe Financial

established the Zoe Advisor Network as a means of referring individuals and other investors seeking fee-only personal investment management services or financial planning services to independent investment advisors. Zoe Financial does not supervise us and has no responsibility for the firm's management of client portfolios or the firm's other advice or services. The firm pays Zoe Financial an on-going fee for each successful client referral. This fee is usually a percentage of the advisory fee that the client pays to the firm ("Solicitation Fee"). We will not charge clients referred through Zoe Advisor Network any fees or costs higher than its standard fee schedule offered to its clients. For information regarding additional or other fees paid directly or indirectly to Zoe Financial Inc, please refer to the Zoe Financial Disclosure and Acknowledgement Form.

Referrals to Other Professionals

We do not accept referral fees or any form of remuneration from other professionals when a client is referred to them.

Schwab Benefits

We receive an economic benefit from Schwab in the form of the support products and services it makes available to us and other independent investment advisors whose clients maintain their accounts at Schwab. These products and services, how they benefit us, and the related conflicts of interest are described above (see Brokerage Practices). The availability to us of Schwab's products and services is not based on us giving particular investment advice, such as buying particular securities for our clients.

Custody

Under government regulations, Moller Financial Services is deemed to have custody of assets if you authorize us to instruct Schwab to deduct advisory fees directly from your account or if you grant us authority to move your money to another person's account. Schwab maintains physical custody of your assets. You will receive account statements directly from Schwab at least quarterly. They will be sent to the email or postal mailing address you provided to Schwab. You should carefully review those statements promptly when you receive them. We also urge you to compare Schwab's account statements to the periodic portfolio reports you will receive from us.

Moller Financial Services may also have custody if we can access your account using your personal online username and password and are able to withdraw funds. This situation most frequently happens with accounts such as company retirement plans and qualified education plans. The plan/custodian should send you statements at least quarterly. We urge you to compare your plan/custodian's account statements to the periodic portfolio reports you will receive from us.

Government regulations require an annual surprise audit of deemed custody accounts by an independent CPA firm. Moller Financial Services complies with this requirement.

Investment Discretion

Discretionary Authority for Trading

Moller Financial Services accepts discretionary authority to manage investment accounts on behalf of clients. Discretionary trading authority facilitates placing trades in clients' accounts to promptly implement and follow the investment plan. In most cases, we provide clients with an opportunity for review and discussion before implementing our recommendations.

Clients may place trading restrictions on the account such as:

- Exclude a security from management
- Hold a minimum amount of a security
- Sell or purchase a particular security over time

Limited Power of Attorney

Clients must sign a limited power of attorney before Moller Financial Services is given discretionary authority. The limited power of attorney is included in Schwab's account application. For accounts not held at Schwab, clients may sign a separate limited power of attorney document.

Voting Client Securities

Guidelines

In the absence of specific voting guidelines from the client, Moller Financial Services will vote all proxies from a specific issuer the same way for each client. Clients may place reasonable restrictions on Moller Financial Services' voting authority.

Moller Financial Services will generally vote in favor of routine corporate housekeeping proposals such as the election of directors and selection of auditors absent conflicts of interest raised by an auditor's non-audit services and poor director attendance.

Moller Financial Services will generally vote against proposals that cause board members to become entrenched or cause unequal voting rights.

In reviewing proposals, Moller Financial Services will further consider the opinion of management, the effect on shareholder value, and the issuer's business practices.

Conflicts of Interest

Moller Financial Services will identify any conflicts that exist between the interests of the adviser and the client by reviewing the relationship of Moller Financial Services with the issuer of each security to determine if Moller Financial Services or any of its employees has any financial, business or personal relationship with the issuer.

If a material conflict of interest exists, Faith Charles, Chief Compliance Officer, will disclose the conflict to the affected clients. Clients may have the opportunity to vote the proxies themselves, or have their proxies voted according to Moller Financial Services' policy.

Recordkeeping

Moller Financial Services maintains a separate file recording the history of all proxy votes. Clients may obtain a record of how the company voted proxy issues on their behalf by submitting a written request or calling us.

Financial Information

Moller Financial Services does not have any financial impairment that will preclude the firm from serving its clients and has not been the subject of a bankruptcy proceeding.