

Client Relationship Summary (CRS) Disclosure
May 1, 2021

1. Introduction

Family CFO, LLC

1202 Lexington Avenue, #282

New York, NY 10028

Contact:

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The firm is registered with the SEC CRD #108891.

Brokerage and investment advisory services and fees are different. It is important for the retail investor to understand the differences. For more information one can go to [Investor.gov/CRS](https://www.investor.gov/crs), which is an SEC-sponsored website that provides educational information about investment advisers, broker-dealers, and investing.

2. Relationships and Services

“What investment services and advice can you provide me?”

We offer investment advisory services in the form of investment management and investment planning advice. We monitor our retail investor clients’ investments on a daily basis and provide a comprehensive summary of investment allocation and performance via a quarterly Investment Management report. This is part of our standard service for all of our discretionary clients.

We offer investment management services on a discretionary basis, whereby you authorize our firm to supervise and direct investments in your account(s). In this arrangement, our firm has the authority, unless otherwise stated in writing, to trade in any and all stocks, bonds, and other securities as we select consistent with your investment objectives. We also offer non-discretionary investment management services, where we consult with you on your investment objectives and render advice, but you make the ultimate decision regarding the purchase or sale of investments.

There are no limitations to our investment offerings. There are also no minimums for retail investors to open or maintain an account or establish a relationship with us.

“Given my financial situation, should I choose and investment advisory service? Why or why not?”

The benefits for a retail investor in choosing an investment advisory service include active management and monitoring of your investments.

“How will you choose investments to recommend to me?”

We will choose investments to recommend based on your long and short term investment objectives (e.g. growth, income), risk tolerance, and income tax situation.

“What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?”

Jane S. Murphy has a Bachelor of Science from Boston University (1979) and Juris Doctorate (law degree) from St. Johns University School of Law (1983). Jane has 36 years of experience in the financial counsel business. Heather Micati has a Bachelor of Arts from Middlebury College (1993) and has 18 years of experience in the financial counsel business.

3. Fees, Costs, Conflicts, and Standard of Conduct

What fees will I pay?

If you have a discretionary investment management agreement with our firm, you will pay an annual fee based on assets under management, which is billed in advance of each quarter. Fees are charged at 1.25% of assets under management up to \$2 million for equities, mutual funds, ETFs. The fee for amounts above \$2 million is 1%. The fee on fixed income is 0.35%. If you have a non-discretionary arrangement, you will pay an hourly fee for advice. Current rate is \$375/hour for principal and \$200/hour for associate. There may be also underlying management fees charged by mutual funds companies and ETFs. 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.

“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?”

If you give us \$10,000 and we invest it fully in stocks, mutual funds or ETFs, the annual fee would be \$125 (\$10,000 x 1.25% asset based fee) billed in quarterly installments. The remainder would be invested for you.

“What are your legal obligations to me when acting as my investment adviser?”

When we act as your investment adviser, we have to act in your best interest. 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 give you. For example, we charge an asset-based fee so the more assets you have invested in your accounts the more you will pay in fees. Therefore there could be an incentive to encourage you to invest more.

“How else does your firm make money and what conflicts of interest do you have?”

Jane S. Murphy is also an attorney licensed in New York State. The Law Office of Jane S. Murphy provides legal advice to clients under separate Letter of Engagement in accordance with state law.

“How do your professionals make money?”

Our professionals are paid either a guaranteed payment or a salary. These payments are not dependent upon transactions or performance in a client's account.

4. Disciplinary History

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

NO for our firm and NO for our financial professionals. There are no current or past legal or disciplinary events involving the investment adviser or associates. To search for disciplinary history on financial professionals, visit <https://www.investor.gov/home/welcome-investor-gov-crs>.

5. Additional Information

“Who is my primary contact person?”

Your primary contact person is Jane S. Murphy. Her contact information is listed in the introduction to this disclosure. For more information about Family CFO, LLC you can view our ADV Part 2 and 2A and request a copy of the ADV Part 3/Form CRS at <https://adviserinfo.sec.gov/>. Or contact us at the number provided in the Introduction.

“Is she a representative of an investment Adviser or a broker- dealer?”

Jane S. Murphy is not a representative of an investment Adviser or broker-dealer. Family CFO LLC is an independent investment advisory firm.

“Who can I talk to about how this person is treating me?”

You may visit the FINRA complaint Center for advice and FAQs on proceeding with a complaint.

<https://www.finra.org/investors/have-problem/file-complaint/complaint-center>