

Financial Life Advisors
FORM CRS – CUSTOMER RELATIONSHIP SUMMARY

June 30, 2020

<p>Item 1. <u>Introduction</u></p>	<p><i>Financial Life Advisors</i> is registered with the Securities and Exchange Commission (SEC) as an investment adviser. The fees and charges differ between brokerage and investment advisory services and from firm to firm. It is important for you to understand these differences. There are free and simple tools available to research firms and financial professionals at Investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.</p>
<p>Item 2. <u>Relationships and Services</u></p> <p>What investment services and advice can you provide me?</p>	<p>We offer investment advisory services to retail investors, including comprehensive financial planning, consulting, and investment management services to individuals, high net worth individuals, pension and profit-sharing plans, trusts, estates, charitable organizations, corporations, and other business entities. Also offered are business succession and exit planning, and fiduciary consulting services for 401(k) plans.</p> <p>Under ongoing arrangements, we will offer you advice on a regular basis. We will discuss your investment goals, design with you a strategy to achieve your investment goals, and regularly monitor your account(s). We will contact you (by phone or email) at least annually to discuss your portfolio.</p> <p>We primarily recommend that you choose an account that allows us to buy and sell investments in your account without asking you in advance (a “discretionary account”). On a limited basis we can accommodate an account where we may give you advice and you decide what investments to buy and sell (a “non-discretionary account”).</p> <p>We do not offer proprietary products, nor do we limit our advice to a limited menu of products.</p> <p>We do not have a minimum account size, but we do have a minimum monthly fee, therefore our investment advisory services may not be in your best interest if your account is below a certain level.</p> <p>Additional information. Please see our firm brochure (Form ADV, Part 2A), Items 4 and 7 for more information. This document can be found at https://adviserinfo.sec.gov/firm/summary/128502.</p> <p>Conversation Starters. Ask your financial professional—</p> <ul style="list-style-type: none"> • 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?
<p>Item 3. <u>Fees, Costs, Conflicts, and Standard of Conduct</u></p> <p>A. What fees will I pay?</p>	<p><i>Investment Advisory Services:</i> We are only paid by the client directly. Our investment advisory accounts are billed a monthly ongoing fee in arrears with a tiered schedule based on the market value of the assets under management at the end of the period. The amount paid to our firm does not vary based on the type of investments selected.</p> <p>Our maximum annual fee starts at 1.25% of the assets under management and declines after meeting certain breakpoints. We offer different tier schedule agreements based on the complexity and additional services required to meet your needs. Accounts may be grouped as a “Household” which adds the total assets together, potentially allowing for some of those assets to be billed at lower rates. See our firm brochure ADV Part 2A Item 5 for detailed fee schedules.</p> <p>In addition, we will assist you in placing your assets with a qualified custodian, such as TD Ameritrade Institutional, that may charge additional transaction fees or asset-based fee that will reduce the value of your investments over time. Also, investments (such as mutual funds and exchange traded funds) may impose additional internal expense fees.</p> <p><i>Flat or Hourly Fees:</i> We typically quote fees for comprehensive plans on a binding fixed fee basis. The time required to complete each project varies widely based upon individual circumstances but generally, fees range from \$2,000 to \$8,000 for a comprehensive plan. Occasionally, we cannot accurately estimate the time involved and will offer an hourly agreement at our internal billings rates of \$100-\$400 per hour based on the team member involved. A written agreement will cover all prices and term prior to the commencement of the agreement.</p>

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	<p>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. Please see our firm brochure document Form ADV, Part 2A (Items 5.A., B., C., and D) and other applicable documents for more information.</p> <p>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?</p>
<p>Item 3. <u>Fees, Costs, Conflicts, and Standard of Conduct</u></p> <p>B. 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?</p>	<p>When we act as your investment adviser, we have to act in your best interest, 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 to you. Here are some examples to help you understand what this means.</p> <p>We have a conflict of interest around making a recommendation to pay down a mortgage that would reduce the amount of assets being managed. The more assets you have in your advisory account(s), including cash, the more you will pay us. Also, you will pay our fee monthly, even if we do not initiate any transactions such as a buy or sell.</p> <p>Financial Life Advisors has no revenue sharing arrangements, nor does any trading directly from our own account with clients.</p> <p>Conversation Starter. Ask your financial professional—</p> <ul style="list-style-type: none"> • How might your conflicts of interest affect me, and how will you address them? <p>Additional information. Please see Form ADV, Part 2A brochure and other applicable documents. Go to https://fladvisors.com/disclosures/.</p>
<p>Item 3. <u>Fees, Costs, Conflicts, and Standard of Conduct</u></p> <p>C. How do your financial professionals make money?</p>	<p>Our financial advisors are compensated based on a salary that is determined by their level of experience and expertise. Additional compensation is paid based on the level of revenue generated from the assets of clients that each advisor manages on behalf of the firm as well as the amount of flat or hourly fees paid. The amount paid to our firm and your financial professional does not vary based on the type of investments we select on your behalf.</p>
<p>Item 4. <u>Disciplinary History</u></p> <p>Do you or your financial professionals have legal or disciplinary history?</p>	<p>No. We do not have any legal or disciplinary events.</p> <p>Visit Investor.gov/CRS for a free and simple search tool to research us and our financial professionals.</p> <p>Conversation Starter. Ask your financial professional—</p> <ul style="list-style-type: none"> • As a financial professional, do you have any disciplinary history? For what type of conduct?
<p>Item 5. <u>Additional Information</u></p>	<p>For additional information about our services, see our website https://fladvisors.com/disclosures/. If you would like additional, up-to-date information, or a copy of this disclosure, please call (210) 918-8998.</p> <p>Conversation Starter. Ask your financial professional—</p> <ul style="list-style-type: none"> • 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?