

## Introduction

*Financial Life Advisors* is registered with the Securities and Exchange Commission (SEC) as an investment adviser. The fees and charges differ between investment advisory and brokerage 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](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

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

We offer a variety of investment advisory services, including comprehensive financial planning, investment management, consulting, business succession, and exit planning services to individuals, high net worth individuals, trusts, estates, charitable organizations, corporations, retirement plans, and other business entities.

Under ongoing investment management 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 at least annually to discuss your portfolio.

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”).

We do not offer proprietary products, nor do we restrict our advice to a limited group or type of investment. Instead, we recommend investment portfolios designed to be suitable for each client relative to that client’s specific circumstances and needs.

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.

*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>.*

**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?

## What fees will I pay?

**Financial Planning:** A written agreement will be given that will cover all prices and terms before the commencement of our services. 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.

**Investment Management:** 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.

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.

We will assist you in placing your assets with a qualified custodian, such as TD Ameritrade Institutional, that may charge additional fees 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.

**Conversation Starters:** 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?

### **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?**

We are fiduciaries and we have to act in your best interest, putting your interest ahead of ours. 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.

We have a conflict of interest around making a recommendation to pay down a debt that would reduce the level 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.

We have no revenue sharing arrangements, nor do any trading directly from our own account with clients.

*Additional information. Please see Form ADV, Part 2A brochure and other applicable documents. Go to <https://fladvisors.com/disclosures/>.*

**Conversation Starters:** How might your conflicts of interest affect me, and how will you address them?

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

Our financial advisors are compensated based on a salary that is determined by their level of experience and expertise. The amount paid to our firm and your financial professional does not vary based on the type of investments we select on your behalf.

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

No. We do not have any legal or disciplinary events to report. Visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research our firm and our financial professionals.

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

### **Additional Information**

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 email [compliance@fladvisors.com](mailto:compliance@fladvisors.com) or call (210) 918-8998.

**Conversation Starters:** 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?