

## **Financial Directions LLC Form CRS**

### **Item 1 Introduction**

06/22/2020

Financial Directions LLC is registered with the Securities and Exchange Commission as an Investment Adviser since 1998.

It is important for you to understand that there are differences between Investment Advisors, Brokers and Agents. The SEC offers free and simple tools to research firms and financial professionals at [Investor.gov/CRS](http://Investor.gov/CRS) which also provides information tailored to educate retail investors about financial professionals.

### **Item 2 Relationships and Services**

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

Our advisory services are typically provided on a discretionary basis to assist retail investors in defining goals and objectives and with portfolio management. This includes investment strategies, asset selection, portfolio construction, and risk management on a continuous and ongoing basis. When you invest on a discretionary basis your advisor will buy and sell investments in your account without requiring your pre-approval unless you notify us in writing of any changes.

When providing advisory services we are held to a fiduciary standard that covers our investment advisory relationship with you. As fiduciaries we are required to act in your best interest and not place our interests ahead of yours. However at times our interests can conflict with yours. When we provide recommendations we must eliminate, mitigate or inform you of the nature of the conflict.

For additional information specific to our firm visit [www.financialdirectionsllc.com](http://www.financialdirectionsllc.com) or <https://www.adviserinfo.sec.gov/IAPD/default.aspx> for our Form ADV, 2A brochure (Items 4 and 7).

#### **Conversation starters. Ask your financial professional:**

- *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?*

### **Item 3 Fees, Costs, Conflicts and Standard of Conflict**

#### **What fees will I pay?**

We typically charge an annual advisory fee based on the amount of assets you hire us to manage. These fees start at 1% and are tiered down based on your total asset volume or level of service required. Our fees are assessed quarterly and normally deducted directly from your investment account. Further fee details are disclosed in our Form ADV Part 1A, Item 5 and more fully described in our Form ADV Part 2A, Item 5. Some fees create a conflict of interest described below and in more detail in our ADV Part 2A.

- If our firm charges you an asset based fee then more assets in the account can cause you to pay more in fees and therefore we can have an incentive to encourage you to increase the amount of money invested in those accounts.
- There are no other fees or costs related to our advisory services. Investment companies and custodians can charge other fees or costs for certain services on your account, such as transaction or custody fees.

#### **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.**

For more detailed information about our fees and costs review our Form ADV Part 2A (specifically Item 5) which can be found at [www.financialdirectionsllc.com](http://www.financialdirectionsllc.com) (under Important Documents) or <https://www.adviserinfo.sec.gov/IAPD/default.aspx>.

#### **Conversation starters. 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?*

#### **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 do not offer proprietary products or receive third-part payments or revenue sharing. In our personal accounts we may invest in some of the same securities we recommend to you and this can be construed as a conflict of interest.

When we act as your investment adviser, we have to act in your best interest and 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 you. Here are examples to help you understand what this means.

- Your advisor charges you a mutually agreed upon annual fee based on your assets under management. We make money by offering advisory services to you and therefore have an incentive to increase the assets we manage.

**Conversation starters.** *Ask your financial professional:*

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

**Additional information:**

For more detailed information about our fees and costs please review our Form ADV, Part 2A brochure (specifically Item 5) which can be found at [www.financialdirectionsllc.com](http://www.financialdirectionsllc.com) (under Important Documents) or <https://www.adviserinfo.sec.gov/IAPD/default.aspx>.

**How does your financial professional make money?**

- Your advisor is compensated based on the mutually agreed upon fee for the amount of assets they manage for you and therefore can earn higher compensation for managing more of your money.

**Item 4 Disciplinary History**

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

Our firm has no disciplinary history. Visit [Investor.gov/CRS](http://Investor.gov/CRS) or [adviserinfo.sec.gov](http://adviserinfo.sec.gov) for a free and simple search tool to research our firm and our financial professionals.

**Conversation Starters.** *Ask your financial professional:*

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

**Item 5 Additional Information**

You can find additional information about our services and request a copy of the relationship summary at [www.financialdirectionsllc.com](http://www.financialdirectionsllc.com) or by emailing Mary Cherba CCO at [mary@financialdirectionsllc.com](mailto:mary@financialdirectionsllc.com) or calling us at 520-408-7777.

**Conversation starters.** *Ask your financial professional:*

– *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?*