

Financial Directions LLC Form CRS

Item 1 Introduction

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

It is important for you to understand that there are differences between independent Investment Advisors, and Brokers and Agents who work for an organization. The SEC offers free and simple tools to research firms and financial professionals at www.investor.gov/CRS or www.advisorinfo.sec.gov. These websites provide 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 current and prospective clients 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 can buy and sell investments on your behalf without requiring your pre-approval.

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.

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 Conduct

What fees will I pay?

We typically charge an 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.
- You will pay fees and expenses whether you make or lose money on your investments. Fees and expenses can reduce any amount of money you make on your investments over time. Make sure you understand what fees and expenses you are paying.

Conversation Starters. Ask your financial professional:

- *Help me understand what these fees and expenses are and how they can affect my investments. If I give you \$10,000 to invest, how much will it cost 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-party 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 must 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 is an example 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?

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.
- Investment fees may be higher than where your assets of currently held.

Item 4 Disciplinary History

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

Our firm has no disciplinary history. Visit www.investor.gov/crs or www.advisorinfo.sec.gov for a free and simple search tool to research our firm and our 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 advisors or review a copy of the relationship summary (Form CRS) and our Form ADV at www.financialdirectionslc.com or www.advisorinfo.sec.gov.

Conversation starters. Ask your financial professional:

- Who is my primary contact person? Is he or she an independent investment adviser or a registered representative/agent of a broker-dealer? Who can I talk to if I have concerns about how this person is treating me?

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