



## CLIENT RELATIONSHIP SUMMARY MARCH 2024

**Francis Financial, Inc.**, is an SEC-Registered **Investment Adviser** ("Francis Financial"). SEC registration does not imply any level of skill or training.

*Brokerage and Investment Advisory services and fees differ, and it is important that you understand those differences.*

Free and simple tools are available to you to research firms and financial professionals at **Investor.gov/CRS**, which also provides educational materials about broker-dealers, investment advisers, and investing.

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

The investment advisory services we provide to retail investors include: a comprehensive service combining financial planning and portfolio management; and we also provide divorce financial planning services separately.

Our comprehensive management service provides continuous monitoring of your investments. In our comprehensive service, we take discretionary authority in your account(s), which allows us to buy and sell investments in your account without asking you in advance.

We also accept non-discretionary trading authority in certain comprehensive management service engagements which require us to obtain your consent before executing any trades in your account, *i.e.*, you make the ultimate decision regarding the purchase or sale of investments in your account **if** you choose a non-discretionary account.

You may place reasonable restrictions on our authority in our portfolio management service. If you hire us solely for divorce financial planning, we will not place any trades on your behalf.

We have a minimum account size of \$2,000,000 for our comprehensive management service. We do not limit the menu of products or types of investments, as our service is custom. We do not offer advice with respect to proprietary products.

***For more information, please review Item 4 of our Form ADV, which is available [here](#).***

***Ask us: 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?**

We charge a percentage of assets under management for our comprehensive service assessed on a quarterly basis, in advance. Our advisory fees range from .50% to 1.00% annually, depending on the value of your assets that we manage. Our divorce financial planning fees are a flat fee of \$7,500 for 30 hours of our time; fees for additional time are \$350/hour. You should be aware that the more assets there are in your account, the more you will pay in fees. This means we have an incentive to encourage you to increase the assets in your account. There is a minimum fee associated with our comprehensive management service. You will also incur other fees, which may include brokerage fees and commissions, management fees for mutual funds and ETFs, custodian fees, retirement account fees, trade ticket charges, or banking fees in connection with an investment account and the securities in the account; Francis Financial does not receive any of these fees.

***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 information, please review our Form ADV disclosure brochure, specifically Item 5, which is available [here](#).***



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**Ask us:** *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?**

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 some examples to help you understand what this means.

While Francis Financial works to minimize conflicts with clients, simply setting a fee for our services creates a conflict; we have an incentive to increase your assets under our management to increase our fee. When we recommend divorce financial planning services to you, we have a potential conflict of interest because we will receive fees for divorce financial planning services.

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

***For more information, please review our disclosure brochure, which is available [here](#).***

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

Our firm's only compensation comes from our advisory fees. Our employees receive a base salary and may receive a bonus based on their performance and the firm's performance. No one at the firm is compensated based upon the amount of client assets they service, the time and complexity required to meet a client's needs; or the product sold (i.e., differential compensation); or product sales commissions. However, employees' annual bonuses may increase with increases in the firm's revenues, which will increase with as our assets under management increase.

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

No; however, **Investor.gov/CRS** has a free and simple search tool that allows you to research your financial professionals.

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

***You can find more information about our investment advisory services in our Firm Brochure [here](#). You can also contact Stacy Francis at (212) 374-9008 or [stacy@francisfinancial.com](mailto:stacy@francisfinancial.com) if you have any questions or to request a paper copy of this Client Relationship Summary or our Firm Brochure.***

**Ask us:** *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?*