

# A Summary of Your Relationship with Souders Financial Advisors, LLC (June 24, 2020)

Souders Financial Advisors, LLC (hereinafter referred to as “SFA” or “the firm” and also doing business as Bonaventura Wealth Advisors and Strategic Capital Advisers) is an SEC-registered investment adviser founded in 1992, located in Cincinnati, Ohio. We are a fee-based independent investment advisory firm specializing in helping individuals, business owners, and corporations plan for their retirement needs.

As an investment adviser, our services and fees differ from brokerage services and fees and it is important for you to understand the differences. Free, simple educational tools are available to you in order to research firms and financial professionals at [Investor.gov/CRS](http://Investor.gov/CRS). The purpose of this summary is to be a resource that allows you to be able to compare and understand the different types of financial relationships, including the relationship with SFA.

Below we have provided some key subject areas for us to discuss as well as some **conversation starters** to help generate additional dialogue. The *conversation starters* are there as examples of the types of questions you should consider asking of your financial professional.

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

The core advisory services that we offer to retail investors (families, individuals, entities and estates) include personal wealth management, investment planning, retirement income planning, insurance planning, education planning, estate and legacy planning, and trust services, which are available through Schwab Administrative Trust Services. SFA also sponsors a Wrap Program and typically offers its investment advisory services through that program. Our services are tailored to your unique needs and goals.

We provide ongoing monitoring and continuous advice to invest your funds based on your individual circumstances. Through personal discussions, we determine your individual objectives, time horizons, risk tolerance, and liquidity needs. We work with you to establish targeted ranges among asset classes and aggregate your investment assets into a comprehensive asset allocation.

We manage advisory accounts on a discretionary or non-discretionary basis. Account supervision is guided by your objectives as well as tax considerations. Clients may impose reasonable restrictions on investing in certain securities, types of securities, or industry sectors. There is no specific asset minimum to open an SFA portfolio, though we typically provide services to clients with \$50,000 or more in assets. The funds or money managers we recommend may impose their own account minimums. For more information regarding SFA’s advisory services, please see Item 4 of our Form ADV Part 2A brochure found at <http://www.soudersfinancial.com/>.

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?

SFA receives its compensation through a combination of fixed, administrative, and asset-based fees. SFA’s general policy is to charge fees in accordance with the fee schedule in effect at the time of the charge, however, all fees are subject to negotiation. Asset Management services are provided on either a discretionary or non-discretionary basis, as authorized by the client. The firm sponsors a Wrap Program and typically offers its investment advisory services through that program. For more detailed information regarding the Wrap Fee Program, please review SFA’s Form ADV, Part 2A-Appendix 1, Wrap Program Brochure, which is available upon request from SFA or your SFA financial advisor. The respective fees for SFA’s discretionary, personal wealth management services are as follows:

Financial planning services: SFA financial planning services may be included at no additional charge. Financial planning fees are typically waived for clients with more than \$250,000 in assets under management. Clients with under \$250,000 in assets under management generally receive a separate agreement for any financial planning services provided. Such services can include a flat fee for a single financial planning analysis or an annual fee for ongoing services.

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Portfolio management for individuals: The fee schedule for SFA's retail services is dependent upon the scope of each client engagement. The advisory account fee typically covers all transaction charges, custodial fees, and Registered Investment Advisor fees for accounts managed by the firm. The total annual fee for our advisory services generally ranges, depending on a particular client's account value, from 0.70% to 1.25%.

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 regarding our advisory fees, please see additional details in Item 5 of our firm's Form ADV Part 2A brochure <http://www.soudersfinancial.com/>.

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:*

- Certain SFA portfolio managers also serve as licensed insurance agents and may recommend that a client purchase an insurance commission product from an SFA portfolio manager in his individual capacity as an insurance agent.
- Certain SFA portfolio managers also serve as registered representatives of Private Client Services, LLC, a FINRA-registered broker dealer, and receive compensation related to the placement of certain investment products.

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

For more information regarding our firm's conflicts of interest, please see additional details in our Form ADV Part 2A brochure <http://www.soudersfinancial.com/>.

## How do your financial professionals make money?

Our financial professionals receive cash compensation for their services. We consider factors such as level of experience, job performance, professional designations, time and complexity required to meet a client's needs, value to the firm and other subjective factors to determine each professional's base salary and discretionary bonus. This type of compensation creates a conflict of interest because the firm and its representatives have an incentive for you to invest more money with the firm in order for it to make more money.

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

No firm professionals have any legal or disciplinary history. Free and simple tools are available to you in order to research firms and financial professionals at [Investor.gov/CRS](http://Investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

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

## Additional Information

If you still have questions or would like to learn more about our investment advisory services, or you would like to request a copy of this relationship summary, please visit us at <http://www.soudersfinancial.com/>, email us at [info@soudersfinancial.com](mailto:info@soudersfinancial.com), or call us at 513-598-2400.

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?