

Better Financial Education is registered with the California Department of Business Oversight as an investment adviser. Brokerage and investment advisory services and fees differ and it is important for you to understand the differences. Free and simple tools are available 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.

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

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We offer investment advisory services to retail investors, which principally include non-discretionary portfolio management and fixed income managed account services, both in partnership with an independent and unaffiliated registered investment adviser. We also provide financial planning and consulting that does not include ongoing portfolio management. When providing non-discretionary advisory services, you make the ultimate decision regarding the purchase or sale of investments. We primarily offer advice with respect to certain types of investments, which generally include mutual funds. We do not offer proprietary products. For you to receive our portfolio management services, we generally require that you have a minimum of \$100,000 under our management, subject to negotiation at our discretion.

Regular monitoring of your account(s) is included as part of our standard portfolio management and fixed income managed account services, with more comprehensive reviews typically occurring at least annually. It is important that you keep us apprised of your financial situation so we can conduct more frequent reviews if necessary.

More detailed information about our services may be found in [Items 4 and 7 of our Form ADV Part 2A brochure](#).

**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?***

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Retail investors will generally incur the following fees charged by us: portfolio management fees based on a percentage of your assets under our management (which generally range from 0.40% to 1.20% per annum), or hourly charges for financial planning and consulting at up to \$170 per hour. Asset-based fees are charged quarterly in advance, and hourly fees are charged in arrears after an initial minimum deposit. In addition, retail investors will also generally incur the following fees and costs charged by third-parties: custodian fees, account maintenance fees, product expenses such as internal expense ratios, and transaction charges. Clients utilizing our recommended third-party investment adviser will also pay administrative fees to them depending on the assets in which clients are invested.

When we charge an asset-based fee, the more assets there are in your account(s), the more you will pay in fees, and we may therefore have an incentive to encourage you to increase the assets in your account(s). When we charge an hourly fee, the more time we incur in performing our services, the more you will pay in fees, and we may therefore have an incentive to be less efficient in performing services for you.

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.

More detailed information about our fees and costs may be found in [Item 5 of our Form ADV Part 2A brochure](#).

**Conversation Starter**

- “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?***

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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.

The custodian(s) we recommend provide us various products and services that are intended to directly benefit you, us, or both of us. To the extent a custodian provides us products or services that don't directly benefit you, this creates an incentive to recommend that custodian. To learn how we address this incentive, please refer to [Item 12 of our ADV Part 2A brochure](#).

The third-party investment adviser we recommend provides us certain benefits, such as due diligence and educational seminars along with attendance expense reimbursements, financial and marketing assistance, and the use of certain software. This creates an incentive to recommend the third-party investment adviser. To learn how we address this incentive, please refer to [Item 10 of our ADV Part 2A brochure](#).

**Conversation Starter**

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

More detailed information about our conflicts of interest may be found in [our Form ADV Part 2A brochure](#).

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

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Our financial professionals are compensated based on the amount of client assets they service (for asset-based fees), or the time and complexity required to meet a client's needs (for hourly fees).

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

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No. You may visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

**Conversation Starter**

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

***Additional Information***

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You can find additional and up-to-date information about our investment advisory services and request a copy of the relationship summary by visiting <http://www.betterfinancialeducation.com>, emailing [larryfranksr@betterfinancialeducation.com](mailto:larryfranksr@betterfinancialeducation.com), or calling (916) 303-7777. Please note that this Relationship Summary is voluntarily being provided in an effort to provide fulsome disclosure, and is not meant to suggest that Better Financial Education is registered with the U.S. Securities and Exchange Commission.

**Conversation Starter**

“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?”