

Halter Ferguson Financial, Inc.

Form CRS Customer Relationship Summary, March 1, 2024

Halter Ferguson Financial, Inc. is registered with the Securities and Exchange Commission (SEC) as an Investment Adviser. Brokerage and investment advisory services and fees differ and it is important for you as a retail investor to understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

We offer investment advisory services to retail investors, including portfolio management, financial planning, and selection of third party managers. We generally manage your portfolio by allocating assets among various mutual funds, exchange-traded funds, options, and individual stocks using one or more of our proprietary model portfolios. For limited, specific clients, we manage concentrated investments with the selective use of options strategies. Portfolio management is provided on a discretionary basis. Discretionary means the trading activity with your account is entered by us without receiving prior authorization for each trade. We develop an investment policy statement with you and you may impose restrictions on the securities or types of securities in which you would like us to invest. We monitor your account at least quarterly. We will offer you advice on a regular basis and contact you at least annually to discuss your portfolio. We have a \$200,000 minimum account size and a minimum fee of \$500 per quarter. All fees and minimums are negotiable depending on size, number and type of accounts, and for family members. We do not restrict our advice to limited types of products or investments.

We also offer financial planning services which are described in the Financial Planning Engagement Agreement. This Agreement is provided to you before your first planning meeting and is also available on request.

For additional information, please see our Form ADV Part 2A brochure Items 4 and 7, which is available online at: <https://adviserinfo.sec.gov/firm/summary/109563>.

Conversation Starters. Questions to 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 offer our services on a fee based upon assets under management and we also offer advisory management services through our Selection and Monitoring of Third-Party Money Managers programs. We provide discretionary portfolio management services for an annual fee, which is negotiable and varies between 0.50% and 1.00% depending upon the market value of the assets under management and the selected service. For limited, specific clients, we manage concentrated investments with the selective use of options strategies. We charge a fixed fee of 1% annually for this management service. The more assets you have in your advisory account, the more you will pay us. Therefore, we have an incentive to increase the assets in your advisory account in order to increase our fees. Our fees are prorated and charged quarterly, in arrears, and automatically deducted from your account, which will reduce the value of your account. We also provide financial planning services which are included with the portfolio management services.

The custodian/broker-dealer that holds your assets may charge you a transaction fee when we buy or sell an investment for you. These transaction fees are in addition to our fees. You may also pay charges imposed by the custodian/broker-dealer for custodial fees, account maintenance fees, fees related to mutual funds and variable annuities, and other product-level 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 additional information, please see our Form ADV Part 2A brochure Item 5 and 12, which is available online at:

<https://adviserinfo.sec.gov/firm/summary/109563>

- 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.

We recommend that you establish an account with a third-party independent custodian. We receive research products and services from the custodian to assist us in the performance of our investment decision-making responsibilities. These arrangements present a conflict of interest in that we have a financial incentive to recommend that you maintain your account with the custodian for the availability of these products and services and not solely on the nature, cost, or quality of custody and brokerage services provided by the custodian.

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

For additional information, please see our Form ADV Part 2A brochure Items 5 and 12, which is available online at:

<https://adviserinfo.sec.gov/firm/summary/109563>.

How do your financial professionals make money?

Our financial professionals are compensated by a salary based on their duties and the revenue our firm earns from its advisory services.

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

No, our firm or financial professionals do not have any legal or disciplinary history. Visit investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

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

For additional information about our services, you may visit the SEC's website at adviserinfo.sec.gov by searching CRD #109563. If you would like additional, up-to-date information or a copy of this disclosure, please contact our firm at (317) 875-0202.

- 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?

Exhibit 1

We added the following sentences:

For limited, specific clients, we manage concentrated investments with the selective use of options strategies.

For limited, specific clients, we manage concentrated investments with the selective use of options strategies. We charge a fixed fee of 1% annually for this management service.