

Bradford Financial Center, LC
Form ADV Part 3: Relationship Summary
Date: November 28, 2022

Introduction

Bradford Financial Center, LC is registered as an investment adviser with the Securities and Exchange Commission. Investment advisory and brokerage services and compensation methods differ and it is important that you understand the difference between the two. Free and simple tools are available to research firms and financial professionals at <https://www.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 primarily offer the following investment advisory services to retail clients:

- Financial Planning,
- Watch and Manage Service (an investment monitoring and management service),
- Asset Management Program through SEI,
- Third-Party Investment Advisor (TPIA) Referral Service, and
- Consulting Services for Appreciated Property.

We will discuss your investment goals and design a strategy to try and achieve your investment goals. In our Watch and Manage Service, Asset Management Program and TPIA Referral Service, we will monitor your account on at least a quarterly basis and will contact you at least annually to discuss your portfolio. For more information concerning the firm's services, please see Items 4 and 7 of our [Form ADV Part 2A](#). We primarily provide our Watch and Manage Service and Asset Management Program through SEI on a discretionary basis (where we have the authority to determine the type and amount of securities to be bought or sold in your account), but may also do so on a non-discretionary basis (where, prior to trading in your account, you must make the ultimate decision on the type and amount of securities). While we do not have discretion to select the TPIA for you, accounts managed by TPIA are done so by them on a discretionary basis. For more information concerning our use of discretion please see Item 16 of our [Form ADV Part 2A](#).

In our Watch and Manage Service and Asset Management Program through SEI (collectively, "investment management services"), we primarily recommend exchange traded funds (ETFs), but our recommendations may include individual securities, including stocks and bonds, open and closed-end mutual funds to clients or any other security available through your custodian/broker-dealer that may be suitable for you based on your specific circumstances and needs. When providing you services, we do not recommend or offer advice on any proprietary products.

We do not impose a minimum initial account balance for managing your account, but account minimums may be imposed by your custodian, third-party investment advisor or other party. Please see Item 6 of our [Form ADV Part 2A](#) for more information concerning account minimums.

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?

Detailed information concerning the fees charged for our various services are disclosed in Item 5 of [Form ADV Part 2A](#). We charge an hourly fee or fixed fee for our financial planning services. We charge a percentage of assets under management in our investment management services, and may charge a set-up fee in our Watch and Manage Service. In our TPIA Referral Service, we are compensated by a percentage of the investment advisory fee charged by the TPIA. We generally charge a fixed fee for our Consulting Services for Appreciated Property, but may charge another type of fee as disclosed and agreed upon in the consulting agreement.

Our fees are based on a percentage of assets under management, billed in advance of services rendered on a calendar quarterly basis in our Watch and Manage Services and billed after services are rendered in our Asset Management Program through SEI. Fees are calculated based on the market value of the assets under management on the last day of the previous billing period. The maximum annual fee for our investment management services is 2.00% of assets under management and may vary from client to client depending on the nature and complexity of each client's circumstances. We will quote an exact percentage to you based on both the nature of our relationship and total dollar value of your account. Because our fee is based upon the value of your account, we have an incentive to recommend that you increase the level of assets in your account.

When engaging us for investment management services you will also incur fees and expenses charged by other parties. The broker-dealer/custodian on your account will charge you fees and expenses including brokerage, custodial or ancillary charges imposed on their account, including, but not necessarily limited to, custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund transfer fees, commissions and other fees on brokerage accounts and securities transactions. Should you use margin, you will be charged interest on your margin balance. Additionally, you will also incur internal management fees and

expenses by any investment company securities, such as mutual funds or exchange traded funds that we purchase in your account. You will also pay fees to any TPIA that you use.

You will pay fees and costs whether you make or lose money on your investments. These 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 about the fees we charge and the other fees and expenses you will incur, please see Items 5, 10, 12 and 14 of [Form ADV Part 2A](#).

Questions to 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:

- If you rollover an IRA or 401k account to our firm or otherwise transfer any other account to our firm, we will charge your account and make money. If you decide to not rollover the IRA or other account to our program, we will not make money. Therefore, we have an incentive to increase your assets with our firm even if it is not in your best interest.
- Our financial professionals who are also registered representatives of a securities broker dealer and/or licensed insurance agents may collect commission-based compensation from securities or insurance products sold to you and have an incentive to recommend products and services based on the compensation received even if it is not in your best interest.
- When we recommend that you use a TPIA, we will share in the compensation received by the TPIA for managing your account. The compensation arrangement presents a conflict of interest in that different TPIAs may pay is different amounts and, therefore, we may have an incentive to recommend one TPIA over another based on the compensation received even if it is not in your best interest.

For more information about our conflicts of interests and the ways we are compensated, please see Items 5, 10, 12 and Item 14 of our [Form ADV Part 2A](#).

Questions to ask us: How might your conflicts of interest affect me, and how will you address them?

How do your financial professionals make money?

Our financial professionals are compensated based on a portion of the fees paid to us by clients for providing advisory services to them. As a result, our financial professionals have any incentive to make recommendations to you that increase the fees you pay, including recommending that you transfer additional assets to our management. Additionally, the firm's owner, James Tausz, receives a salary and compensation based on the net income of the firm and therefore has an incentive to make recommendations to you that increase the firm's profitability. Some of our financial professionals are also insurance agents and securities broker-dealer registered representatives and receive compensation in connection with the purchase and sale of insurance and securities outside of our services. The firm also has arrangements whereby it may compensate other persons for client referrals.

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

Firm—no; financial professionals—yes. You can access a free and simple tool to look up more information about us and our financial professionals at <https://www.investor.gov/CRS>.

Questions to ask us: As a financial professional, do you have any disciplinary history? For what type of conduct?

Additional Information about Bradford Financial Center

Additional information about Bradford Financial Center, along with our [Form ADV Part 2A](#) disclosure brochure and this relationship summary, are available on the Internet at <https://adviserinfo.sec.gov/firm/summary/110953>. For up-to-date information and to request a copy of the relationship summary, we can be reached by phone at 515-532-6661.

Questions to 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?

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Exhibit A – Material Changes to Client Relationship Summary

The following sections of Form CRS dated 06/25/2020 have been updated to read as follows:

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

Firm—no; financial professionals—yes. You can access a free and simple tool to look up more information about us and our financial professionals at <https://www.investor.gov/CRS>.