

## INTRODUCTION

My firm, EAN Equity Financial Services LLC, is an investment adviser registered with the Securities and Exchange Commission. I, Eric Norberg, Owner of EAN Equity Financial Services LLC feel that it is important for you to understand how advisory and brokerage services and fees differ in order to determine which type of account is right for you. There are free and simple tools available to research firms and financial professionals at [www.investor.gov/CRS](http://www.investor.gov/CRS), which also provides educational materials about investment advisers, broker-dealers, and investing.

## WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE ME?

My firm is a registered investment adviser that offers investment advisory services to clients. My advisory services include Investment Management, Financial Planning and Consulting. If you open an advisory account with my firm, I will meet with you to understand your current financial situation, existing resources, goals, and risk tolerance. Based on what we learn, I will recommend a portfolio of investments that is monitored at least quarterly, and if necessary, rebalanced to meet your changing needs, stated goals and objectives. I will offer you advice on a regular basis and contact you at least annually to discuss your portfolio.

I manage accounts on a discretionary basis. After you sign an agreement with my firm, I am allowed to buy and sell investments in your account without asking you in advance. Any limitations will be described in the signed advisory agreement. I will have discretion until the advisory agreement is terminated by you or my firm.

I do not restrict my advice to limited types of products or investments.

I do not impose requirements for opening and maintaining accounts or otherwise engaging my firm.

Financial Planning and Consulting is also offered as a separate service for a flat or hourly fee. I do not monitor your investments for the Financial Planning or Consulting service.

Additional information about my firm's advisory services is in Item 4 of our Firm Brochure, which is available online at [www.adviserinfo.sec.gov/firm/summary/117064](http://www.adviserinfo.sec.gov/firm/summary/117064).

## WHAT FEES WILL I PAY?

You will be charged an ongoing quarterly fee based on the value of the investments in your account. The maximum Investment Management annual fee is 0.75%. The more assets you have in your advisory account, the more you will pay my firm. I therefore have an incentive to increase the assets in your advisory account in order to increase my fees. My firm's fees vary and are negotiable. The amount you pay will depend, for example, on the services you receive and the amount of assets in your account. My firm's fees will be automatically deducted from your advisory account, which will reduce the value of your advisory account. In rare cases, I will agree to send you invoices rather than automatically deduct my firm's fees from your advisory account.

My firm's maximum flat fee is \$4,000 and maximum hourly rate is \$200 for Financial Planning or Consulting services. Generally, I charge an upfront retainer when you sign an agreement and charge you when I provide a financial plan or consultation per agreement.

The broker-dealer that holds your assets charges you a transaction fee when I buy or sell an investment for you. The broker-dealer's transaction fees are in addition to my firm's fees for my Investment Management service.

You may also pay charges imposed by the broker-dealer holding your accounts for certain investments and maintaining your account. Some investments, such as mutual funds, index funds, exchange traded funds, and variable annuities, charge additional fees that will reduce the value of your investments over time. In addition, you may have to pay fees such as "surrender charges" to sell variable annuities.

In certain cases, I may select independent money managers or sub-advisers, who will assist me with managing your account. If selected, they will charge you a fee, which will be described to you in their Form ADV and/or agreement.

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.

Additional information about my firm's fees is in Item 5 of the Firm Brochure, which is available online at [www.adviserinfo.sec.gov/firm/summary/117064](http://www.adviserinfo.sec.gov/firm/summary/117064).

**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 is an example to help you understand what this means:*

I am a licensed insurance agent who sells insurance products for a commission. I have an incentive to recommend insurance products to you in order to increase my compensation.

Additional information about my firm's conflicts of interest is in Item 10 of the Firm Brochure, which is available online at [www.adviserinfo.sec.gov/firm/summary/117064](http://www.adviserinfo.sec.gov/firm/summary/117064).

**HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?**

I am compensated based on the revenue earned from advisory services or recommendations, the amount of client assets I service, and the time and complexity required to meet a client's needs.

**DO YOU OR YOUR FINANCIAL PROFESSIONALS HAVE LEGAL OR DISCIPLINARY HISTORY?**

No, I do not have any legal and disciplinary history to disclose. Visit [www.investor.gov/CRS](http://www.investor.gov/CRS) for a free and simple search tool to research my firm or myself.

**ADDITIONAL INFORMATION**

You can find additional information about my firm's investment advisory services on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching CRD #117064. You may also contact my firm at 410-340-4973 to request a copy of this relationship summary and other up-to-date information.

**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 those qualifications mean?
- Help me understand how these fees and costs may 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?
- How might your conflicts of interest affect me, and how will you address them?
- As a financial professional, do you have any disciplinary history?
- For what type of conduct?
- 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?