

Form ADV Part 3 – Customer Relationship Summary (Form CRS)
Financial Freedom, LLC - Dated March 23, 2021

Item 1 - Introduction

Financial Freedom, LLC is registered with the Securities and Exchange Commission as an investment adviser. Brokerage and investment advisory services and fees differ and it is important for you to understand the differences. We are more than happy to have an open and transparent conversation regarding services and fees. 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. *In addition to this document, additional regulatory disclosure materials including links to our most recent ADV Part 1, Part 2, and Part 2A are available at: <https://adviserinfo.sec.gov/firm/summary/118772>.*

Item 2 - Relationships and Services - What investment services and advice can you provide me?

We offer investment advisory services to retail investors including individuals, families, trusts and estates. Advice may extend to entities related to you the client such as small businesses and charitable organizations, including foundations and endowments. While we do not arbitrarily impose a set minimum dollar value of assets or other condition for opening or maintaining an account, most mutually beneficial relationships require at least \$1 million of investable assets.

Our Fee-Only Wealth Management program includes both comprehensive financial planning and investment management services for clients wishing to establish an on-going wealth management relationship. We do not do one-time project work. Most relationships start with the development of a comprehensive financial plan which normally includes analysis and recommendations in the areas of: Financial (and Non-Financial) Goal Setting and Goal Achievement, Investment Management and Asset Allocation, Retirement Planning (including Monte Carlo simulation), Estate Planning, Cash Flow and Savings Analysis, Insurance, Risk Analysis and Risk Reduction, Tax Planning and Effective Tax Reduction Strategies, College Funding (Children & Grandchildren), Executive Compensation and Stock Options.

Once a comprehensive financial plan has been developed, we then normally transition to an on-going wealth management relationship. This on-going wealth management relationship includes both on-going comprehensive financial planning and investment management services. The core of investment management involves providing proactive and on-going asset allocation and portfolio diversification that is responsive to changing investment opportunities and client circumstances.

We recommend, but do not require, that you establish your investment accounts at Fidelity Investments. Fidelity therefore acts as the custodian. All investment accounts are managed on a non-discretionary basis. We seek your approval prior to making any purchases or sales of investments in your accounts.

Assuming that we are working together as part of an on-going wealth management relationship, we are monitoring and reviewing your accounts on a regular basis. Accounts are reviewed no less than monthly. Additionally, we formally summarize and update your portfolio on at least a semi-annual basis in order to consider any potential asset allocation changes or asset class re-balancing opportunities.

Financial Freedom, LLC and all of our advisors act as fiduciaries and are Certified Financial Planner™ professionals. Being obligated as a fiduciary means that we must put your interests first above our own.

Additional information, including specifically our Form ADV, Part 2A brochure (Items 4 and 7 of Part 2A or Items 4A. and 5 of Part 2A Appendix 1) is available at: <https://adviserinfo.sec.gov/firm/summary/118772>.

Conversation Starter: Feel free 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?

Item 3 - Fees, Costs, Conflicts, and Standard of Conduct

What fees will I pay? Initial comprehensive financial planning fees are based on an hourly fee basis of \$150 per planner hour. Maximum fees are agreed-to in advance. For On-Going Wealth Management relationships, fees are charged on a flat retainer basis payable quarterly in arrears. A retainer proposal is discussed and agreed to in advance. Retainers generally range from \$8,000 - \$25,000 per year depending on the needs of each client. Part of our investment objective includes recommending mutual funds and index/exchange traded funds. These funds charge operating expense ratios as part of owning these investments. Lastly, while most investment purchases and sales at custodian Fidelity Investments are transaction cost free, there may be a small number of trades that incur a \$25 or \$45 per transaction fee. 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. *See our Form ADV, Part 2A brochure (specifically Items 5A, B, C, and D) for additional information at <https://adviserinfo.sec.gov/firm/summary/118772>.*

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? We act as fiduciaries. *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. For those few clients still using a percentage of assets under management fee structure (<3% of clients), this fee structure does allow us to participate in the growth of those client's wealth. Conversely, this also means that our fees can decline when their portfolio declines in value (again, for those few clients with % of assets under management fee structure). Please note that we are required to include the previous five sentences (including an example) as part of this document but do not agree with the statement "the way we make money creates some conflicts with your interests". Given our Fee-Only revenue model using hourly and flat retainer billing, we do not believe that the way we make money creates conflicts with your interests. Please ask us to discuss this further. *See our Form ADV, Part 2A brochure for additional information at <https://adviserinfo.sec.gov/firm/summary/118772>.*

How do your financial professionals make money? We are Fee-Only financial planners. As such, our only form of compensation comes directly from you our client. We get no commissions, no kickbacks, and no payments from anyone other than you the client. This allows us to provide you independent objective advice. We earn money based on the hourly fees and retainer agreements that we have agreed to in advance with you the client. We have a vested interest in providing outstanding service and results so that we continue to work together and earn hourly and retainer fees.

Conversation Starter: Feel free 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? How might your conflicts of interest affect me, and how will you address them?

Item 4 - Disciplinary History - Do you or your financial professionals have legal or disciplinary history?

No. Visit Investor.gov/CRS for a free and simple search tool to research our firm and financial professionals.

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

Item 5 - Additional Information

Additional information about our advisory services, fees and any other questions that you may have is available at our website: www.finfree.com, by calling us at 800-503-9500 or by sending an e-mail to aao@finfree.com. Feel free to contact us to request up-to-date information and request a copy of this document. *You can also access our firm's ADV Part 1, Part 2, Part 2A, and this document at <https://adviserinfo.sec.gov/firm/summary/118772>.*

Conversation Starter: Feel free 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?