

Client Relationship Summary



Form CRS – Effective June 25, 2020

ITEM 1 Introduction

OBS Financial, Inc. (“OBS”) is registered with the U.S. Securities and Exchange Commission (“SEC”) 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 that allow you to research firms and financial professionals are available at www.investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.

ITEM 2 Relationship and Services

What investment services and advice can you provide me?

OBS provides model portfolio services to a variety of clients. We provide services to financial institutions (trust services departments), to investment adviser firms and their clients, as well as acting as a qualified retirement plan fiduciary pursuant to § 3(38) of the Employee Retirement Income Security Act of 1974 (“ERISA”). Our services are offered primarily through your financial advisor or financial professional (“financial professional”) and their firm who have hired OBS as your portfolio manager. Your financial professional will meet with you to establish your financial goals, monitor your risk tolerance, and to develop your financial plan. Your financial professional will meet with you at least annually to monitor any financial or life changes.

The OBS portfolios are designed to offer clients the opportunity to obtain professional portfolio management services through our access to institutional money managers and their specific investment strategies. Our investment management services allow access to various asset classes or investment strategies. Your financial advisory firm and financial professional will provide their expertise involving the consultation aspect of the engagement.

OBS offers its services on either a “discretionary” or a “non-discretionary” basis. In a discretionary account, you grant OBS the authority to determine the securities to purchase or sell in your account. This discretion will remain in effect unless revoked by you or your financial professional. OBS will monitor your account and will purchase and sell securities in your account according to the investment strategy determined by your risk profile questionnaire and Investment Policy Statement you completed with assistance from your financial professional. Your financial professional will inform OBS of any changes in your financial plan or strategy.

Our firm provides its services to individual investors, trusts, estates, charitable organizations and foundations, financial institutions, pension and profit-sharing plans, and businesses of various scale. We typically require a minimum asset level of \$10,000 for an account to be opened, invested and maintained at our firm.

Additional Information: For more information on relationships, fees, portfolios, and services, please visit our website at www.obsfs.com and see Form ADV Part 2A (“Disclosure Brochure”) (items 4 through 7). If you have any questions regarding this document or our Disclosure Brochure, please speak with your financial professional.

CONVERSATION STARTER – Ask your financial professional

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?

OBS charges an asset-based fee on the assets held in your account in OBS portfolios. You can choose how you would like to pay for your trading and custodial charges. One option is to pay a fee each time a trade is placed. The other option is to pay a “wrap fee” where all the advisory, trading, and custodial fees are wrapped into one fee. In addition to the OBS fees, you will pay an additional fee for your financial professional’s services. The OBS fees and your financial professional’s fees are charged according to your agreement which is either in advance or in arrears, based on the value of your account at the end of each quarter. OBS does not have control over other advisory fees or custodial fees. All fees are disclosed in your client agreement. When asset-based fees are charged, you will pay more in fees as you place assets into the account. If OBS is engaged to serve as an ERISA § 3(38) fiduciary, an asset-based management fee will be applied to your fee schedule. There may be solicitor or advisory fees as disclosed, please refer to your advisory agreement for all fees.

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You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money on your investments over time. Some investments may have built in fees that are not related to OBS. Please discuss all fees with your financial professional and make sure you understand what fees you are paying.

CONVERSATION STARTER
– Ask your financial professional

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 OBS acts as your investment adviser to manage your portfolios, we must 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. For example, with asset-based pricing, the more assets you provide to OBS, the more money OBS makes as well as potentially your financial professional. OBS has a marketing and educational agreement with one of its Financial Advisory Firm where OBS makes payments in exchange for access to financial professionals in order to education them on OBS. You should understand and ask your financial professional about these conflicts because they can affect the investment advice they provide to you. Our firm will disclose to you any material conflict of interest relating to the firm, its representatives, or any of its associates which could reasonably impair the rendering of unbiased and objective advice (such as roles described in our Disclosure Brochure or an associate's Part 2B Brochure Supplement). Additional information regarding conflicts of interest can be found in our Disclosure Brochure under item 12 and item 14.

CONVERSATION STARTER
– Ask your financial professional

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

How do your financial professionals make money?

OBS and the financial advisory firms who utilize our services are compensated based on the growth of your account. Your financial professional is generally compensated based on a portion of the fees the financial advisory firm receives.

ITEM 4 Disciplinary History

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

OBS, its officers, and associated persons have not been subject to any legal or disciplinary events that are material to our advisory business. Investor.gov/crs provides free and simple search tools for researching financial professionals and investment advisory firms. Please see our Disclosure Brochure, Item 9.

CONVERSATION STARTER
– Ask your financial professional

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

ITEM 5 Additional Information

Should you have any additional questions about our services or if you would like to request a copy of our firm's Disclosure Brochure, please contact OBS Client Services at clientservices@obsmail.com or 888-257-4597. For additional information you can also visit our website at obsfs.com.

CONVERSATION STARTER
– Ask your financial professional

Who is my primary contact person? Is he or she a representative of an investment adviser or a broker-dealer? Who can I talk if I have concerns about how this person is treating me?