

Form ADV Part 3: Customer Relationship Summary ("Form CRS")

Merit Financial Partners, LLC

February 2022

Item 1. Introduction

Merit Financial Partners, LLC is registered with the Securities and Exchange Commission (SEC) as an investment adviser. Fees for brokerage and investment advisory services differ, and it is important for you to understand these differences. You can use free and simple online tools to research firms and financial professionals by visiting [Investor.gov/CRS](https://www.investor.gov/crs). This website also provides educational materials about broker-dealers, investment advisers, and investing.

Item 2. What investment services and advice can you provide me?

Our firm offers investment advisory services to retail investors. As disclosed in our Form ADV Part 1A and Part 2A, we offer financial planning, portfolio management for individuals and/or small businesses, investment consultation services for individuals, trusts, estates, and other business entities. Our firm primarily recommends low-cost investments such as index mutual funds and ETFs whenever it is possible and reasonable to do so, though stocks, bonds, no load actively managed mutual funds, closed-end funds, and other publicly traded securities also may be used. (See Item 8, ADV Part 2A) Our firm does not participate in a wrap program.

How we monitor your accounts and Investment Authority

As described in Item 13 of our Form ADV Part 2A brochure, we review investment management accounts on both a scheduled and an unscheduled basis, as follows: Accounts are periodically reviewed throughout the year by the assigned investment advisor representative and/or supervisory personnel at least quarterly. A change in the asset allocation strategy for a client account or an "out-of-balance" situation may trigger additional reviews or account rebalancing. We also prefer that our clients meet with their investment advisor representative at least annually and more often if deemed necessary or desirable to conduct a review of their account. Since we cannot physically monitor financial planning clients' assets, it is their responsibility to request reviews

As disclosed in Item 16 of our Form ADV Part 2A firm brochure, we provide our investment management services to our clients through an investment advisory agreement with Charles Schwab and Company and you will give Merit Financial Partners, LLC the authority to make trades on your behalf and disburse funds directly to you. We are therefore deemed to be managing these accounts on a discretionary basis. We will generally advise you in advance and seek your approval before implementing an investment decision but acknowledge that in certain situations such pre-approval may not be possible. We require all account restrictions, limitations, and rescissions be made in writing by our clients and approved in writing by the firm principals.

Our firm does not make available or offer advice with respect to proprietary products or a limited selection of types of products.

Account Minimums and Other Requirements

We provide advisory services to individuals and high-net-worth individuals, small businesses, foundations, and charitable organizations. We do not require minimum income levels, minimum level of assets, or other conditions for our financial planning and investment consultation services, however, for our investment management services program, we require a minimum retainer of \$3,000 per year, paid in quarterly installments in arrears.

For additional information, please see our firm's Form ADV Part 2A which provides information found in this document as well as additional information and details.

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?

Investment management services are billed quarterly in arrears as either a percentage of assets up to one half of one percent or our minimum annual fee of \$3,000 or a flat fee, calculated as a quarterly retainer. We also offer fixed fee planning packages that range from \$700 to \$5500. See Item 5 of Form ADV Part 2A for complete information. Our firm does not charge or receive a commission or

a mark-up on securities transactions, nor will the firm or an associate be paid a commission on the purchase of a securities holding or of an insurance contract that is recommended to a client. Specific products recommended by our firm usually involve “no-load (no commission) products. Neither our firm nor our associates will be paid a commission. Any transactional or custodial fees by the selected service providers are borne by you and are provided in the provider’s fee schedule. Fees paid to our firm are separate from any charges you may pay for mutual funds, exchange-traded funds or other investments of this type. We do not receive “trailer” or SEC rule 12b-1 fees from any investment company. Our hourly financial planning fees range from \$225 per hour for an Associate to \$350 per hour for partners. You are billed for the actual time spent by our firm assessed in 10-minute increments, and a partial increment will be treated as a whole.

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 Items 4 and 5 of the firm’s Form ADV Part 2A which describe our services and fees in more detail, as well as Item 11 which discusses conflicts of interest as well as our Code of Ethics and standards of conduct.

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 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. You should understand and ask us about these conflicts because they can affect the investment advice that we provide you. Here are some examples to help you understand what this means:

As described in Item 12 of our Form ADV Part 2A, we require our portfolio management clients use the services of Charles Schwab and Company. Charles Schwab offers firms like Merit Financial Partners various services, which include custody of client assets, trade execution, clearance, and settlement, etc. The noted products and services made available to us by our custodian and their affiliates help our firm but may not directly benefit each client account maintained at that custodian or client accounts maintained at another custodian.

Further, if we are charging a percent of assets, there is a built-in incentive for us to encourage you to transfer assets to our firm.

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 paid a percentage of the revenues of the clients that they service for the firm, either for hourly financial planning (typically billed at \$350 per hour) or for asset management. Our financial professionals do not receive any non-cash compensation or compensation based upon anything other than services rendered to clients on behalf of the firm. Possible conflicts of interest include an incentive to spend a greater number of hours on a client’s engagement or an incentive to encourage clients to add assets under management even if the client could be better off keeping the money in savings or in an account managed by a different firm.

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 you and your financial professionals.

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

Item 5. Additional Information

For additional information about our services, please refer to the firm’s Form ADV Part 2A which discloses all the information in this customer relationship summary document and provides greater detail. If you would like additional, up-to-date information or a copy of this disclosure, please call (718) 898-0871.

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