

EXETER FINANCIAL, LLC

Relationship Summary Exeter Financial, LLC

March 2021

Exeter Financial, LLC (“Exeter”) is an investment adviser registered with the Securities and Exchange Commission. Investment advisory services and fees differ from brokerage services and fees and we feel it is important for you to understand the differences.

Investor.gov/CRS is a website providing free and simple tools to research firms and financial professionals, and which provides educational materials about investment advisers, broker-dealers, and investing.

We encourage you to ask us questions. We have provided suggested conversation starters in call-out boxes throughout this Relationship Summary

What investment services and advice can you provide me?

Exeter offers comprehensive and integrated wealth management and investment advisory services to retail investors. We first meet with you to gain an understanding of your current financial situation, your short- and long-term goals, and your risk tolerance. We use this information to recommend an investment portfolio specific to your investment objectives and needs.

Our individual advisory representatives set the overall investment philosophy and underlying mix of asset classes for each client based on specific goals and objectives. We monitor client portfolios as part of an ongoing process with regular account reviews. Reviews may also be triggered by material market, economic or political events, or by changes in your financial situation (such as retirement, termination of employment, physical move, or inheritance).

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?**

We manage portfolios on both a discretionary and non-discretionary basis. When you grant us discretionary authority, this means we do not need to call you before buying or selling securities in your account. We obtain discretionary authorization through our signed advisory agreement with you. For non-discretionary portfolio management, we will obtain your consent before each securities transaction, which means you make the ultimate decision regarding all buys and sells of investments. Our minimum account size is \$1,000,000.

For more detailed information about our services, please request a copy of the firm’s disclosure Form ADV, Part 2A brochure. This brochure can also be found here: [Exeter Financial, LLC ADV 2A Brochure](#)

What fees will I pay?

Exeter provides comprehensive financial planning and investment management for a single, combined fee. Our maximum annual fee is 1.25%. Our minimum account size is \$1,000,000. We bill our fee quarterly, in arrears, usually deducted automatically from your account. We also offer financial planning services for an hourly or fixed rate fee for clients who are not using our portfolio management services or request a more complex financial planning service. Our hourly rate is \$250-\$350, depending on the level and scope of the work and the professional rendering the services. Our flat fee projects typically range from \$2500 to \$3500 but are entirely dependent upon the specific work involved. Please refer to Fees and Compensation in our ADV 2A Brochure, Item 5.

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?

In addition to or advisory fees, you will pay fees charged by third parties for other services provided to you, including fees charged by your custodian and broker-dealer. Examples of costs you might pay include brokerage commissions, transaction fees, custodial fees, transfer taxes, wire transfer and electronic fund fees. Mutual funds and exchange traded funds also charge internal management fees, which reduce the value of our investment over time. We do not receive any portion of these costs.

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. Please click this link [Form ADV, Part 2A](#) and scroll to Item 5 and Item 12 for more detailed information about fees and costs.

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.

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

Our primary conflict of interest is our receipt of asset-based fees. For example, if you asked us for a recommendation about paying down outstanding debt or making charitable contributions, versus keeping those funds in your accounts with us, we will always make the recommendation that we believe is in your best interest. At the same time, we have a conflict of interest in making the recommendation because we earn more advisory fees when you keep more assets in your account.

The only revenue we receive is directly from the advisory fees you pay to us. However, we have an incentive to recommend our clients utilize Charles Schwab because we receive other benefits, such as access to research, technology services, and seminars through our partnership with Charles Schwab. If a client were to ask us for a recommendation regarding paying down outstanding debt or adding to your investment accounts we manage, we have an incentive to recommend adding to your investments, as that would likely increase our advisory fee.

Exeter's [Form ADV, Part 2A](#) contains detailed information about our conflicts of interest.

How do your financial professionals make money?

Our financial professionals receive variable compensation related to the number of clients served and total advisory fees generated. This creates a financial incentive to solicit and retain clients.

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

Yes. Visit [Investor.gov/CRS](https://www.investor.gov/CRS) for a free and simple search tool to research our firm and our financial professionals.

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?

For more detailed information about our firm, you can visit the SEC's public disclosure website at www.adviserinfo.sec.gov. You may also contact us at (480) 588-0830 and speak to your advisory professional or our Chief Compliance Officer.

Exhibit of Material Changes to Customer Relationship Summary (ADV Part 3)
Exeter Financial, LLC
Updated: March 2021

Material Changes

We are required to highlight any material changes we make to this Customer Relationship Summary (ADV Part 3) and publish those changes within 30 days of the effective date of the change.

Exeter Financial made the following changes to its ADV Part 3 Relationship Summary:

- In response to the question, “Do you or your financial professionals have legal or disciplinary history?” we have changed our answer from “No,” to “Yes,” in accordance with the form instructions.