

Financial Concepts
Form CRS Customer Relationship Summary June 2021

Introduction

Financial Concepts is registered with the 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 these differences. Free and simple tools are available to research firms and financial professionals at www.investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

Our firm offers the following investment advisory services to retail investors including buying and selling securities:

Portfolio Management Services include the provision of continuous advice on a discretionary basis to a client or investing the client's account based on his/her particular circumstances. We will buy and sell investments in your account as appropriate without requiring your pre-approval on an ongoing basis. As part of our standard service, we monitor portfolio management services client accounts at least quarterly. These accounts are managed on a discretionary and a non-discretionary basis. When engaged on a discretionary basis, we will buy and sell investments in your account as appropriate without requiring your pre-approval on an ongoing basis until you notify us in writing to switch. You may impose reasonable restrictions. When engaged on a non-discretionary basis, you make the ultimate decision regarding the purchase or sale of investments. **Financial Planning Services** include a comprehensive evaluation of a client's current and future financial state by using currently known variables to predict future cash flows, asset values and withdrawal plans. Aside from the initial development of the financial plan, there are no formal reviews for these accounts unless otherwise contracted for by the client. This service is provided on a non-discretionary basis and does not include account monitoring. **Pension Consulting** includes several pension advisory services separately or in combination. While the primary clients for these services will be pension, profit sharing and 401(k) plans, we offer these services, where appropriate, to individuals and trusts, estates and charitable organizations.

For additional information including minimum investment amounts, please see www.fincon.net for our Form ADV, 2A brochure (Items 4 and 7 of Part 2A) available at:

https://www.fincon.net/files/FinancialConcepts_ADVPart%202AMarch29_2021.pdf

Conversation Starters. We encourage you to 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?*

What fees will I pay?

Our annual fees for Investment Supervisory Services are assessed at the rate of **0.5%** of assets under management on an annualized basis. A minimum of \$25,000 of assets under management is required for this service. This minimum is negotiable under certain circumstances. Although Financial Concepts has established the aforementioned fee schedule(s), we retain the discretion to negotiate alternative fees on a client-by-client basis. Some fee arrangements create conflicts of interest described in more detail in our Form ADV, Part 2A. Our Financial Planning fees are calculated and charged on a fixed fee basis, typically ranging from \$1,000.00 to \$5,000.00 based on the nature and complexity of the client's circumstances.

Some fee arrangements create conflicts of interest described in more detail in our Form ADV, Part 2A. It is important to understand that the more assets held in a retail client's account, the more the client will pay in fees. We therefore have an incentive to encourage a client to increase the assets in his/her account. There are other fees and costs related to our investment advisory services and investments in addition to the principal fees and costs listed above that you will pay directly or indirectly. You should understand that the fees discussed above are specific to what we charge and do not include certain charges imposed by third parties, such as custodial fees, exchange traded or mutual fund fees and expenses, brokerage fees and commissions, and other fees and taxes on brokerage

accounts and securities transactions. **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.**

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Conversation Starter. We encourage you to 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 providing recommendations as my broker-dealer or 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 earn our fees creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the recommendations and investment advice we provide you. Here is an example to help you understand what this means. As mentioned above, the more assets the client has in his/her account, the more we receive in fees. We therefore have an incentive to encourage a client to increase the assets in his/her account.

Conversation Starter. Ask your financial professional...

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

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How do your financial professionals make money?

The principals of the firm are compensated through salary through the business. The discretionary bonus is determined by the principals and may be based on revenue. In theory, a discretionary bonus can create conflicts as the financial professional may be incentivized to seek new clients and increase managed assets.

Do your financial professionals have legal or disciplinary history?

No, neither our firm nor our financial professionals have any legal or disciplinary history. Visit www.investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

Conversation Starter. Ask your financial professional...

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

Additional Information

If you would like additional, up-to-date information or a copy of this disclosure, or our Form ADV, Part 2A Brochure, please call (662) 327-1480.

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 to if I have concerns about how this person is treating me?