

## Vest Financial, LLC

Vest Financial, LLC (“Vest”) is an investment adviser registered with the U.S. Securities and Exchange Commission (“SEC”). We are not a broker dealer. Brokerage and investment advisory services and fees differ, and it is important that you understand the differences. This customer relationship summary relates to the advisory services made available to retail investors who seek to receive, or receive, services primarily for personal, family or household purposes. Free and simple tools are available to research firms and financial professionals at <https://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?

We offer non-discretionary investment advisory services, related to a “synthetic borrow” (short box) strategy, to retail investors through their institutional intermediary (e.g., their financial advisor or platform provider). The synthetic borrow strategy uses a “short box” option strategy, combining a short call spread with a short put spread upfront that is designed to secure a fixed payoff within a desired timeframe. In connection with this offering, we make investment recommendations and you, through your financial advisor, make the decision to buy or sell the investment. Vest serves as sub-advisor for the synthetic borrow strategy, executing the trades, and trading to provide desired liquidity (paying back early – in part or as a whole; or raising more financing) when authorized by your financial advisor. The minimum investment amount for using this strategy is \$100,000. We do not monitor non-discretionary client accounts given the nature of the strategy. **You may find additional information about our services in our Form ADV, Part 2A brochure (Items 4 and 7). Please refer to the ADV Brochure on SEC’s Investment Adviser Public Disclosure site at <https://adviserinfo.sec.gov/>.**

*Questions 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?

Fees for non-discretionary “synthetic borrow” accounts will typically be a percentage per annum of the borrowed amount (i.e., a percentage of the absolute value of the premium generated from the options), billed on a quarterly basis. Vest’s fees are billed to and paid by your financial advisor. Your financial advisor may pass on some or all of these fees to you. Accounts with more assets generally pay higher total fees, so we have an incentive to encourage you to increase the assets in your account. You will also pay transaction fees to broker-dealers on any transactions in your account, including commissions or other transaction costs that are included in the price of a security that we buy or sell for your account. Your custodian (a third-party firm that holds your assets) may charge you additional fees.

Some fees are waived by Vest, as may be provided in our agreement with your financial advisor.

**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.**

**You may find additional information about our fees and costs in our Form ADV, Part 2A brochure (Item 5). Please refer to the ADV Brochure on SEC’s Investment Adviser Public Disclosure site at <https://adviserinfo.sec.gov/>.**

*Questions 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 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. Here are some examples to help you understand what this means.*

- **Trade Allocation.** Vest manages accounts through various investment vehicles that pursue the same or similar strategies, which in turn may invest in the same or similar securities. These accounts may also have different fee arrangements, which can give rise to potential conflicts of interest because Vest has an incentive to favor accounts with higher fee rates over others. Vest's investment strategies are generally rules-based and systematic, which mitigate these potential conflicts of interest. There is no assurance, however, that all conflicts have been or may be identified or addressed for all situations.

*Questions to ask your financial professional:*

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

**For more information about how we address applicable conflicts of interest in investment advisory accounts, please refer to ADV Brochure (Items 10 and 11). Please refer to the ADV Brochure on SEC's Investment Adviser Public Disclosure site at <https://adviserinfo.sec.gov/>.**

## **How do your financial professionals make money?**

Financial professionals are paid a salary and receive a benefits package. At our discretion, they can also earn variable incentive compensation which considers individual, firm, and business segment performance, as well as financial and non-financial performance measures. This creates an incentive for financial professionals to recommend products and services for which we receive greater compensation.

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

Yes. Visit <https://www.Investor.gov/CRS> for a free and simple search tool to research us and our financial professionals.

*Questions to ask your financial professional:*

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

## **Additional Information**

**For additional information about our investment advisory services, please visit [www.vestfin.com](http://www.vestfin.com). If you would like additional information or to request an up-to-date copy of this document, please discuss with your financial advisor, who may contact the applicable Vest account representative, or call us at (855) 979-6060.**

*Questions to 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?*