

Firm Introduction

Appian Way Financial LLC is California domiciled investment adviser registered with the United States Securities and Exchange Commission (SEC). We operate under the trade name Appian Way Financial.

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) and which also provides educational materials about broker/dealers, investment advisers, and investing.

What investment services and advice can you provide me?

As disclosed in our Form ADV Parts 1A and 2A, we currently provide portfolio management and financial planning services to individuals and high net worth individuals (the SEC terms “retail investors”) as well as “institutional” clients (such as charitable organizations). As noted in our Form ADV Part 2A firm brochure (Item 8), our firm recommends portfolio strategies that include active, core + satellite, and value investing utilizing mutual funds, exchange-traded funds, individual stocks and bonds, and other fixed income instruments. Our firm does not sponsor or serve as a portfolio manager for wrapped (bundled) fee investment programs.

How we monitor your accounts

As part of our portfolio management activities, as described in Item 13 of our Form ADV Part 2A firm brochure, accounts are reviewed by Kevin Sheldahl, CFP®, Principal and Chief Compliance Officer, on an ongoing basis, as well as client-level reviews at least annually to ensure the advisory services provided are consistent with clients’ investment needs and objectives. Additional reviews may be conducted based on various circumstances, including, but not limited to significant contributions and withdrawals, year-end tax planning, market moving events, and/or changes in a client’s risk/return objective.

Investment Authority

As noted in Item 16 of our Form ADV Part 2A firm brochure, we primarily serve client portfolios on a discretionary basis. This type of account authority avoids a client’s ongoing prior approval involving the investment and reinvestment of assets, including portfolio rebalancing. The client grants our firm discretionary trading authority within our engagement agreement and custodian documents. We also serve clients via nondiscretionary engagements on a limited basis, where we need the client’s prior permission before we buy or sell securities for their account.

Limited Investment Offerings

Appian Way Financial does not make available or offer advice with respect to proprietary products or a limited selection of types of products (i.e., only recommending a money market account, etc.).

Account Minimums and Other Requirements

As described in Items 4, 5 and 7 of our Form ADV Part 2A firm brochure, we currently provide investment advisory services to individuals, high net worth individuals, and charitable organizations. We do not assess account opening or administrative “set-up” fees, nor do we require a minimum investment account balance. We may combine account values for a household and its related accounts to discount our asset-based fees. Published fees may be discounted at the discretion of our firm but they should not be considered negotiable. Additional information about our fees is found in Item 5 of our Form ADV Part 2A which provides information noted in this document in further detail.

Conversation Starters:

- ☐ *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?

You will pay us an asset-based fee for our portfolio management services that is billed quarterly, in advance, and/or a fixed or hourly fee for financial planning which may require an advance payment to initiate the planning engagement. Additional common fees which would be paid to the custodian could include account maintenance fees and transaction fees. 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. We do not receive SEC Rule 12b-1 fees (“trails”) from a mutual fund company if we recommended mutual funds (with those types of arrangements) to a client of our firm. You will pay our advisory fee and associated account costs whether you make or lose money on your investment. 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.

Relationship Summary – October 2024

For additional information, please see Items 4 and 5 of our Form ADV Part 2A firm brochure which describe our services and fees in more detail, as well as Items 10 through 12 of our Form ADV Part 2A which discusses conflicts of interest as well as our Code of Ethics and standards of conduct.

Conversation Starters:

☐ **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 serve 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 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 prefer that our portfolio management clients use the services of Charles Schwab & Co., Inc. ("Schwab"), a FINRA and SIPC member firm. As custodian, Schwab offers firms like ours various services, which include custody of client assets, trade execution, clearance, and settlement, etc. Our firm receives other benefits from Schwab through participation in their independent investment adviser support program. Additionally, if we are charging a fee for our portfolio management, our firm has an incentive to encourage clients to add assets even if the client would be better off keeping that money in savings, employer retirement plan, or another investment. Appian Way Financial serves as your fiduciary and we take our responsibilities seriously, and only intend to recommend investments we believe appropriate for each client. Please refer to Items 4, 5, and 10 through 12 of our Form ADV Part 2A firm brochure for details about our services, fees, and potential conflicts of interest.

Conversation Starters:

☐ **How might Appian Way Financial's conflicts of interest affect me, and how will you address them?**

For additional information, please see our Form ADV Part 2A firm brochure which discusses this information in detail.

How do your financial professionals make money?

Our advisory firm is compensated by assessing an hourly or fixed fee for financial planning engagements, or an asset-based fee for managing clients' investment accounts as noted in Item 5 of our Form ADV Part 2A firm brochure. Other than our firm management, who also serve as your financial professional, there are no other staff that receive a percentage of our advisory fee. Mr. Sheldahl will earn a commission if a client chooses to purchase an insurance contract when he acts in the capacity of a licensed insurance agent (refer to Items 5 and 10 of our Form ADV Part 2A firm brochure for further details).

Conversation Starters:

☐ **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?**

Other than our firm management, we do not have other financial professionals on staff. Your concerns are addressed by Mr. Sheldahl, Principal and Chief Compliance Officer. Firm contact information is noted below.

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

No, neither the firm nor its management (who serves as your financial professional) have a legal or disciplinary history. Please visit [Investor.gov/CRS](https://www.investor.gov/crs) for a free and simple search tool to research our firm and its financial professionals.

Conversation Starters:

☐ **As a financial professional, do you have any disciplinary history? If Yes, for what type of conduct?**

Other than our firm management, we do not have other financial professionals on staff. See responses above.

For additional information about our services, please refer to our Form ADV Part 2A firm brochure which discloses 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 access our website, write, or call us at:

Appian Way Financial LLC
680 E. Colorado Blvd
Suite 180
Pasadena, CA 91101

Telephone: (626) 210-2660
Facsimile: (626) 210-2838