



South Bay Financial Partners

Client Relationship Summary (Form CRS)

March 19, 2023

South Bay Financial Partners Group (SBFP) is registered with the Securities and Exchange Commission (SEC) as an investment adviser, not a brokerage service. Investment advisors and brokerage services differ and it is important for you to understand the differences. Free and simple educational tools are available to research financial professionals and financial investing at Investor.gov/CRS.

What investment services and advice can you provide me?

Our services for a “retail investor” (that’s you) are 1) investment advising, 2) tax preparation and planning, 3) spending/saving plans, 4) benefits/insurance review, 5) estate planning, generation wealth transfer, charitable giving, 6) financial therapy. We have a Fresh Start program for new clients and clients in transition.

Our Fresh Start program starts with a Discovery Session to determine beliefs and behaviors driving financial decisions, followed by Cash Flow, Benefits and Investments, Life Planning, Goal Setting, and Delivering the Plan. The purpose of our Fresh Start program is to help clients better understand their current financial situation, uncover their goals and life intentions, and develop a specific plan for them.

We provide services to recurring clients who are looking for a financial partner to support their financial decisions. We also provide targeted support/financial review on an hourly basis for clients who are self-directed.

We share advice in publications and conduct educational seminars. Our investment advising includes all types of accounts: retirement, brokerage, trusts, 529s, HSAs, and ABLE accounts, Pooled Income Funds, etc. We primarily invest in individual stocks and bonds, but also utilize mutual funds and exchange-traded funds (ETFs). We assist with small businesses and real estate investments.

Are my accounts monitored?

We monitor recurring clients’ investment accounts daily. We do an in-depth investment review quarterly, semi-annually, or annually. We provide investment reviews for hourly clients on requested.

Who has the authority to invest my money?

We do not hold discretionary authority over your investments. This means that you have the ultimate decision regarding the purchase or sale of your investments. While we make recommendations, we require that you approve trades before we execute trades for you. Hourly clients execute their own investment trades.

Are SBFP Investment offerings limited?

We don’t recommend any proprietary products, options, or futures. We stick to traditional stocks, bonds, mutual funds, and ETFs. Other firms may provide wider investment recommendations, at the same or differing costs.

Does SBFP have account minimums and/or other requirements?

There are no account minimums to become a client. There are no requirements for clients to open or maintain a brokerage account. Clients are required to complete a variety of surveys that are intended to give us a better understanding of your tolerance for risk, planning timeline, etc. before opening accounts and/or making investment recommendations.

What should I be sure to ask my advisor?

When meeting with any advisor, including us, you should ask the following questions:

- *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?

The fees you pay to SBFP and the frequency with which you are billed depend on the services being provided and personal preference. You have the option of having fees deducted from your investment account or you can pay by ACH, debit or credit card via plooto.com or stripe.com.

SBFP is a fiduciary and does not make money based on anything other than the flat fees we charge; however, you will be charged fees by your brokerage (e.g., Schwab) and by your investment companies (i.e., mutual funds).

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.

Conversation Starter: 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 advisor, we have to act in your best interest and not put our interests ahead of yours. For example, we will work with whatever brokerage you do business with. We have an incentive to move your assets to Schwab. The way we make money may create some conflicts with your interests. You should understand and ask us about these conflicts because they may affect the financial planning advice we provide you with.

For example, we charge more when your assets are held at Schwab but it allows us to monitor your accounts more closely, assist you with trades, distributions, etc. We can also recommend investments that have lower fees which will ultimately reduce the total fees paid.

Conversation Starter: 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 compensated on a salary or hourly basis and are not paid commissions on transactions.

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

No, we do not. You can visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

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

For additional information about our services, visit our website <https://southbayfinancialpartners.com>. If you would like additional, up-to-date information or a copy of this disclosure, please call 310.792.4189.

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