
Customer Relationship Summary ADV Part 3—May 2022

ITEM 1: INTRODUCTION

True Link Financial Advisors, LLC (the “Firm”) is an SEC Registered Investment Adviser. Brokerage and investment advisory services and fees differ and it is important for you to understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

ITEM 2: RELATIONSHIP AND SERVICES

What investment services and advice can you provide me?

The Firm provides investment advisory services primarily to individuals, guardians, independent fiduciaries, and various trusts such as special needs trusts on either a discretionary or nondiscretionary basis.

We monitor accounts on an ongoing basis and provide account reviews at least annually as part of our standard service. When you grant us discretion to manage your account, you grant us the authority to determine the securities and amount to be bought or sold without your consent prior to each trade as well as the broker-dealer to be used and the commission rates to be paid (if applicable) for your securities transactions. If you do not grant us discretion to manage your account, we make recommendations regarding the purchase and sale of securities and you make the decision regarding the purchase or sale of securities. We do not offer or make proprietary products, nor do we offer a limited menu of products or types of investments. Investments may include, but are not limited to, exchange traded funds (ETFs), stocks, bonds, mutual funds, equity options and futures. We do not impose a minimum account opening balance to open an account with us. ***Please refer to Items 4 and 7 of our ADV Part 2A for a more detailed description of our services [here](#).***

Ask us the following 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?***

ITEM 3: FEES, COSTS, CONFLICTS, AND STANDARD OF CONDUCT

What fees will I pay?

The Firm generally charges advisory fees at a rate 1% of the client's assets managed by the Firm or such other rate as negotiated with the client. Fees are charged monthly or quarterly, in arrears. Payments are assessed and due on the last day of each month/quarter based on the average daily balance of the assets under management for the prior month/quarter. Fees are based on an annualized rate which is calculated for the billing cycle and prorated for partial periods. The more assets you have in your advisory account, the more you will pay in our fees. This creates an incentive for us to encourage you to increase the assets in your account in order to increase our fees.

Other Fees and Costs

Some securities impose additional fees that will reduce the value of your investments over time such as internal operations expenses charged by investment companies of exchange traded funds and mutual funds. You will also be charged custodial fees by the custodian that holds your account for things like wires, paper statements, overdraft fees, etc. In addition, you may pay transaction-based fees when we buy or sell certain types of securities in your account.

Additional Information

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 refer to our ADV Part 2A (specifically Items 5.A., B., C., and D.) [here](#).**

Ask us the following 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 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.

The more assets you have in your advisory account, the more you will pay in advisory fees. Additionally, our parent company, True Link Financial, Inc., may provide you with additional products and services for a separate fee. We have a financial incentive if you purchase the services of both companies. However, our clients are not required to use any of the products sold by our parent in order to receive our investment advisory services and no referral fee is paid for such referrals. **Please refer to our ADV Part 2A (specifically Items 5 and 10) [here](#).**

Ask us the following conversation starter:

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

Additional Information

Please refer to our ADV Part 2A (specifically Items 10, 11 and 12) for more information regarding conflicts of interest [here](#).

How do your financial professionals make money?

Our financial professionals are salary based and some professionals have an opportunity for a bonus. The bonus is based on several factors, including the ability of advisors to service and maintain relationships and attract new clients and assets. New assets from existing clients will increase the fees you pay. Our firm and advisors are not compensated for product sales, trading commissions or third party fees.

ITEM 4: DISCIPLINARY HISTORY

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

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

Ask us the following conversation starter:

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

ITEM 5: ADDITIONAL INFORMATION

For additional information on our investment advisory services, see our Form ADV brochure on IAPD at [Investor.gov/](https://investor.gov/), adviserinfo.sec.gov/ or contact us in writing at 315 Montgomery St. 10th Floor, San Francisco, CA 94104. You may also find our ADV Brochure on our website at www.truelinkfinancial.com. You may also call us at (866) 984-8576 for up-to-date information or to request a copy of this Customer Relationship Summary.

Ask us the following conversation starter:

- **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?**