

**SJHL FINANCIAL SERVICES, LLC**  
**CLIENT RELATIONSHIP SUMMARY v. April 19, 2023**

This is the Client Relationship Summary for SJHL Financial Services, LLC an SEC-Registered Investment Adviser. Brokerage and Investment Advisory services and fees differ, and it is important that you understand those differences.

Free and simple tools are available to you to research firms and financial professionals at Investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.

**What investment services and advice can you provide me?**

The investment advisory services we provide are a comprehensive service that combines financial planning and portfolio management services; and the selection of other advisers.

Our comprehensive service provides continuous monitoring of your investments. When we select other advisers for you, their disclosure documents will explain whether they provide continuous monitoring of your investments.

For clients who choose our comprehensive services, we take discretionary authority in your accounts, which allows us to buy and sell investments in your account without asking you in advance. You can impose reasonable restrictions on the discretionary authority you provide. When we select other advisers for you, their disclosure documents will explain the type of discretion that they take in your account.

We do not have minimum account sizes or investment amounts.

For more information, please review our disclosure brochure, which is available [here](#).

*Ask us: Given my financial situation, should I choose an investment advisor 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?**

We charge a percentage of assets under management for our comprehensive service, and that fee is assessed quarterly, in advance. You should be aware that the more assets there are in your account, the more you will pay in fees. This means we have an incentive to encourage you to increase the assets in your account. When we select other advisers for you, we do so at our own expense at no additional charge to you; however, our arrangement with the other adviser involves discounts for their service when the amount of assets we have placed with them reaches a certain level. This arrangement incentivizes us to recommend or require clients to place their accounts with the other adviser, which creates a conflict of interests that we mitigate by only recommending the use of other advisers to clients when in their best interests. You will also incur other fees including brokerage fees and commissions, management fees for mutual funds and ETFs, custodian fees, retirement account annual fees, trade ticket charges, or banking fees in connection with an investment account and the securities in the account; SJHL does not receive any of these fees.

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. For more information, please review our disclosure brochure, which is available [here](#).

*Ask us: 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?*

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**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.*

While SJHL works to minimize conflicts with clients simply setting a fee for our services creates a conflict; it incentivizes us to charge you more rather than less for our services. Also, SJHL is under common ownership with a Certified Public Accountant, Swindoll, Janzen, Hawk & Loyd, LLC, that may refer clients to SJHL. Clients of the CPA are under no obligation to retain the service of SJHL. Finally, SJHL has an affiliated person who is a licensed insurance producer, which is a conflict in that he receives other compensation in the event that you effect purchases through him. We mitigate this conflict by ensuring that you know you are free to effect insurance purchases through another insurance producer and ensuring that he adheres to his duty as a fiduciary to make recommendations in your best interest.

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

For more information, please review our disclosure brochure, which is available [here](#).

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

Our firm's only compensation comes from our advisory fees. Employees receive salaries for the work that they perform on your behalf and bonuses based on firm profitability. Additionally, there are employees who receive compensation from the firm for referring clients to the firm. Those with ownership interests in the firm receive distributions. No one at the firm – other than as described – is compensated based upon the amount of client assets they service; the time and complexity required to meet a client's needs; the product sold (i.e., differential compensation); product sales commissions; or revenue the firm earns from the financial professional's advisory services or recommendations.

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

No; however, Investor.gov/CRS has a free and simple search tool that allows you to research your financial professionals.

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

You can find more information about our investment advisory services [here](#). **You can also contact us at (620) 241-1826 if you have any questions or to request a copy of the relationship summary.**

*Ask us: 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?*

**APPENDIX**  
**to SJHL FINANCIAL SERVICES, LLC**  
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**Summary of Changes**

In the previous version of this document, the following section read as follows:

**What fees will I pay?**

We charge a percentage of assets under management for our comprehensive service, and that fee is assessed quarterly, in advance. You should be aware that the more assets there are in your account, the more you will pay in fees. This means we have an incentive to encourage you to increase the assets in your account. You will not pay an additional fee when we select other advisers for you. You will also incur other fees including brokerage fees and commissions, management fees for mutual funds and ETFs, custodian fees, retirement account annual fees, trade ticket charges, or banking fees in connection with an investment account and the securities in the account; SJHL does not receive any of these fees.

The language was revised in this updated version to the following:

**What fees will I pay?**

We charge a percentage of assets under management for our comprehensive service, and that fee is assessed quarterly, in advance. You should be aware that the more assets there are in your account, the more you will pay in fees. This means we have an incentive to encourage you to increase the assets in your account. When we select other advisers for you, we do so at our own expense at no additional charge to you; however, our arrangement with the other adviser involves discounts for their service when the amount of assets we have placed with them reaches a certain level. This arrangement incentivizes us to recommend or require clients to place their accounts with the other adviser, which creates a conflict of interests that we mitigate by only recommending the use of other advisers to clients when in their best interests. You will also incur other fees including brokerage fees and commissions, management fees for mutual funds and ETFs, custodian fees, retirement account annual fees, trade ticket charges, or banking fees in connection with an investment account and the securities in the account; SJHL does not receive any of these fees.