

## Form CRS - Client Relationship Summary

March 2024

#### Introduction

Our firm, Guardian Financial Partners, LLC, is an investment adviser registered with the Securities and Exchange Commission. We feel that it is important for you to understand how advisory and brokerage services and fees differ in order to determine which type of account is right for you. There are free and simple tools available to research firms and financial professionals at <a href="https://www.investor.gov/CRS">www.investor.gov/CRS</a>, which also provides educational materials about investment advisers, broker-dealers, and investing.

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

We are a registered investment adviser that offers Wrap Portfolio Management to clients. If you open an advisory account with our firm, we will meet with you to understand your current financial situation, existing resources, goals, and risk tolerance. Based on what we learn, we will recommend a portfolio of investments that is monitored at least quarterly, and if necessary, rebalanced to meet your changing needs, stated goals and objectives. We will offer you advice on a regular basis and contact you at least annually to discuss your portfolio.

We manage accounts on a discretionary basis. After you sign an agreement with our firm, we're allowed to buy and sell investments in your account without asking you in advance. Any limitations will be described in the signed advisory agreement. We will have discretion until the advisory agreement is terminated by you or our firm.

We do not restrict our advice to limited types of products or investments. Our firm does not impose requirements for opening and maintaining accounts or otherwise engaging us.

Financial planning may be included in our Wrap Portfolio Management service for no additional fee.

Additional information about our advisory services is in Item 4 of our Firm Brochure and Item 5 of our Wrap Brochure, which are available online at https://adviserinfo.sec.gov/firm/brochure/287652.

### **Questions to Ask Us:**

- 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 those qualifications mean?

## What fees will I pay?

You will be charged an ongoing annual fee applied quarterly fee based on the value of the investments in your account. Our maximum Wrap Portfolio Management annual fee is 1.25%.

Our fees vary and are negotiable. The amount you pay will depend, for example, on the services you receive and the amount of assets in your account. The more assets you have in your advisory account, the more you will pay us. We therefore have an incentive to increase the assets in your advisory account in order to increase our fees. Our firm's fees will be automatically deducted from your advisory account, which will reduce the value of your advisory account. In rare cases, our firm will agree to send you invoices rather than automatically deduct our firm's fees from your advisory account.

The custodian that holds your assets charges you a transaction fee when we buy or sell an investment for you. We pay the custodian's transaction fees charged to you for our wrap services. The fees for our wrap fee programs are therefore higher than a typical asset-based advisory fee.

Some investments, such as mutual funds, index funds, exchange traded funds, and variable annuities, charge additional fees that will reduce the value of your investments over time. In certain cases, we may select third party money managers who will assist us with managing your account. If selected, they will charge you a fee, which will be described to you in their Form ADV or agreement.

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.

Additional information about our fees is in Item 5 of our Firm Brochure and Item 4 of our Wrap Brochure, which are available online at <a href="https://adviserinfo.sec.gov/firm/brochure/287652">https://adviserinfo.sec.gov/firm/brochure/287652</a>.

### **Questions to Ask Us:**

• Help me understand how these fees and costs may 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:

We have an incentive to advise you to invest in Litman Gregory Asset Management's ("Litman") fund because Litman provides us with complimentary research if we invest \$5 million of our client's assets in their fund.

For our wrap service, we pay the custodian's transaction fees charged to you for most types of assets except for U.S. listed equities and exchange traded funds. As a result, we have an incentive to recommend these assets without transaction fees in order to reduce the amount of the custodian's transaction fees that we will have to pay on your behalf.

Since we recommend third party money managers to assist with managing certain accounts, we have an incentive to recommend a manager who shares a larger portion of their advisory fee with us than other managers.

Additional information about our conflicts of interest is in Items 10 and 14 of our Firm Brochure and Item 9 of our Wrap Brochure, which are available online at https://adviserinfo.sec.gov/firm/brochure/287652.

## Questions to Ask Us:

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 based on the revenue our firm earns from their advisory services or recommendations, the amount of client assets they service, and the time and complexity required to meet a client's needs. We also receive discounted business services from our custodian when we recommend clients to custody their assets with them.

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

No, our firm and financial professionals do not have legal or disciplinary history. Visit <a href="www.investor.gov/CRS">www.investor.gov/CRS</a> for a free and simple search tool to research our firm and our financial professionals.

### **Additional Information**

You can find additional information about our firm's investment advisory services on the SEC's website at <a href="https://www.adviserinfo.sec.gov">www.adviserinfo.sec.gov</a> by searching CRD# 287652. You may also contact our firm at 949-771-2969 to request a copy of this relationship summary and other up-to-date information.

### **Questions to 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?