

Item 1 – Introduction

Frankly Finances, LLC (“Frankly Finances”, “we” or “us”) is registered with the Securities Exchange Commission (“SEC”) as a Registered Investment Adviser (“RIA”). As an RIA, our services and compensation structure differ from that of a registered broker-dealer, 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. The site also provides educational materials about broker-dealers, investment advisers and investing.

Item 2 – Relationships and Services***What investment services and advice can you provide me?***

We provide investment advisory services, including discretionary and non-discretionary investment management and financial planning and consulting services to individuals, high net worth individuals, corporations, and other businesses (our “retail investors”).

When a retail investor engages us to provide investment management services we monitor, on an ongoing basis, no less frequently than once each quarter, the investments in the accounts over which we have investment authority. When engaged on a discretionary basis, we have the authority, without prior consultation with you (unless you impose restrictions on our discretionary authority), to buy, sell, trade, and allocate the investments within your account(s) consistent with your investment objectives. In either case, our management authority over your account(s) continues until our engagement is terminated.

We do not limit the scope of our investment advisory services to proprietary products or a limited group or type of investment.

We generally impose a minimum annual fee of \$2,000 for financial planning services and \$4,000 for investment management services and have no minimum asset level for investment management services.

Additional Information: For more detailed information about our *Advisory Business* and the *Types of Clients* we generally service, please see Items 4 and 7, respectively in our [ADV Part 2A](#).

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?***

We provide our investment management services on a fee basis. When engaged to provide financial planning services, we typically charge a fee determined in one of three ways, a one-time fixed fee, hourly fees, or an annual subscription fee. Our fees are negotiable and generally range from \$1,000 to \$20,000, depending on the fee method chosen and the scope of the services required. Fees for investment management are typically assessed on a flat-fee basis, ranging from \$4,000 to over \$40,000 per year. Fees are negotiable based on a number of factors including the investment strategy selected, the dollar amount of assets placed under our management, the complexity of the overall engagement, and other factors. We typically deduct our investment management fee from one or more of your investment accounts, in advance, on a quarterly basis. Fixed fees are due upon receipt of our invoice.

Other Fees and Costs: Your investment assets will be held with a qualified custodian. Custodians generally charge brokerage commissions and/or transaction fees for effecting certain securities transactions (for example, transaction and redemption fees may be charged for certain mutual fund transactions). These charges will be assessed in accordance with the qualified custodian’s transaction fee/brokerage commission fee schedule. In addition, relative to certain mutual fund and exchange traded fund purchases, certain charges will be imposed at the fund level (e.g., management fees and other fund expenses).

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.

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?

Additional Information: For more detailed information about our fees and costs related to our management of your account, please see Item 5 in our [Form ADV Part 2A](#).

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 may recommend a particular custodian from whom we receive support services and/or products, certain of which assist us to better monitor and service your account.

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

Additional Information: For more detailed information about our conflicts of interest, please review our [ADV Part 2A](#).

How do your financial professionals make money?

Our financial professional is the sole equity owner of the firm and retains the firm's profits. This compensation arrangement presents a conflict of interest, as he has an incentive to increase the firm's revenue. We mitigate this conflict by allowing investors to choose what services they receive, and whether the fees they pay are appropriate for them based on their financial planning and investment objectives. You should discuss your financial professional's compensation directly with your financial professional.

Item 4 – Disciplinary History

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

No. We encourage you to visit www.investor.gov/CRS to research our firm and our financial professionals. Furthermore, we encourage you to ask your financial professional: *As a financial professional, do you have any disciplinary history? For what type of conduct?*

Item 5 – Additional Information

Additional information about our firm is available on the SEC's website at www.adviserinfo.sec.gov. You may contact our Chief Compliance Officer at any time to request a current copy of your ADV Part 2A or our *relationship summary*. Our Chief Compliance Officer may be reached by phone: (786) 897-5035.

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