

**Introduction**

Milestone Financial Associates, LLC (MFA) is registered with the Securities and Exchange Commission as an investment adviser. Registration does not imply any specific level of skill or training. 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://Investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

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

MFA provides personalized investment management and financial planning services. The firm offers its services to individuals, families, trusts, charitable organizations, pensions, and small businesses. MFA imposes a minimum total portfolio value of \$500,000 to engage our services. This minimum may be waived at the discretion of MFA.

**FINANCIAL PLANNING**

MFA may provide its clients broad or focused financial planning and consulting services on topics including but not limited to Investments, Insurance, Education Funding, Estate Planning, Tax Minimization, and Retirement.

**INVESTMENT MANAGEMENT**

When MFA performs investment management services, we will do so on a discretionary basis. This means that while we maintain an ongoing relationship with each client, we will not seek specific approval of changes to the securities in client accounts. Each client's portfolio is invested according to that client's investment objectives. MFA determines these objectives with the client through reviewing client provided documents, client interviews and/or asking the client to put these objectives in writing. Once we ascertain your objectives for each account, we will develop a portfolio we believe will best fit your needs. MFA will monitor the portfolio on an ongoing basis and make adjustments to the portfolio as it deems necessary. Clients may engage MFA to manage all or a portion of their assets. MFA allocates client assets among multiple Exchange Traded Funds, however MFA may in certain circumstances utilize Mutual Funds, Equities, Bonds and other securities necessary to meet client's investment objectives. MFA may also direct or recommend how client's assets should be allocated in variable annuity products, employer-sponsored plans, and/or 529 plans. Clients retain the responsibility to promptly notify MFA if anything in their financial situation changes that may impact previously made investment recommendations.

For more detailed information, please refer to our Disclosure Brochure, the ADV Part 2A, under Item 4 Advisory Business and Item 7 Types of Clients, which can be found here: [https://reports.adviserinfo.sec.gov/crs/crs\\_336684.pdf](https://reports.adviserinfo.sec.gov/crs/crs_336684.pdf)



*"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?****INVESTMENT ADVISORY SERVICES**


Generally, MFA will provide discretionary investment advisory services with the annual investment advisory fee based upon a percentage (%) of the market value of the assets placed under MFA's management, which shall generally be between 1.5 % and 0.25% per year based upon the size of a client's account and complexity of their needs. MFA may charge an additional fixed or hourly fee for financial planning depending on the scope of services to be rendered.

The annual investment management fee shall be paid quarterly, in advance, based upon the average daily balance during the prior billing period and will be automatically deducted from the client's account. MFA, in its sole discretion, may charge a higher or lower investment management fee based upon certain criteria (e.g., anticipated future earning capacity, anticipated future additional assets, dollar amount of assets to be managed, related accounts, account composition, negotiations with client, etc.).

Fees may be paid via direct debiting from a client's advisory account or via direct invoice. MFA does not accept compensation for the sale of securities or other investment products, including asset-based sales charges or service fees from the sale of mutual funds. Our fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which may be incurred by the

client. Clients may incur certain charges imposed by custodians, brokers, and other third parties such as custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual fund and exchange traded funds also charge internal management fees, which are disclosed in a fund's prospectus.

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 specific information regarding our fees, please refer our Disclosure Brochure, the ADV Part 2A under Item 5 Fees and Compensation which can be found here: [https://reports.adviserinfo.sec.gov/crs/crs\\_336684.pdf](https://reports.adviserinfo.sec.gov/crs/crs_336684.pdf)


 *"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:

MFA may recommend that a client rollover retirement plan assets to an Individual Retirement Account (IRA) managed by us. As a result of a rollover, we may earn fees on those accounts. This presents a conflict of interest, as MFA has a financial incentive to recommend that a client roll over retirement assets into an IRA we will manage. When we provide investment advice to you regarding your retirement plan account or individual retirement account, we are fiduciaries within the meaning of Title I of the Employee Retirement Income Security Act and/or the Internal Revenue Code.

For more specific information regarding our fees, please refer our Disclosure Brochure, the ADV Part 2A under Item 5 Fees and Compensation which can be found here: [https://reports.adviserinfo.sec.gov/crs/crs\\_336684.pdf](https://reports.adviserinfo.sec.gov/crs/crs_336684.pdf)

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

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

Financial professionals of MFA are paid a salary plus bonuses based on personal and team job performance. Owners in the firm also receive ownership distributions based on firm profitability. Financial professionals do not receive sales commissions for the sale of financial products.

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


No. Free and simple tools are available to research firms and financial professionals at [investor.gov/CRS](https://investor.gov/CRS).

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

#### Additional Information

Additional information about our investment advisory services can be found by clicking <https://adviserinfo.sec.gov/firm/summary/336684>. A copy of our relationship summary can also be requested by calling (610)-421-8777.

 *"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?"*



= Consider asking your financial professional these questions.