



# Client Relationship Summary

March 20, 2023

Florida Financial Advisors, LLC (“FFA”) is an investment adviser registered with the U.S. Securities and Exchange Commission and our financial professionals are called Investment Adviser Representatives (“IARs”). **Brokerage and investment advisory services and fees differ and it is important for you to understand these differences.** Free and simple tools are available to research firms and financial professionals at [Investor.gov](https://investor.gov), which also provides educational materials about broker-dealers, investment advisers, and investing.

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

FFA provides investment advisory services to retail investors, including asset management and financial planning. For clients to whom we provide asset management services, we generally recommend and/or select third-party advisers to handle all or a portion of the asset management process for a client. FFA currently offers investment advisory products and services through, including wrap fee programs offered by, Orion, Morningstar and Envestnet (“TAMP Sponsors”). As part of our standard asset management services, each IAR regularly reviews their client accounts and meets with clients at the client’s request. Factors that trigger reviews include changes to our investment recommendations, changes in market conditions, and changes to your financial situation and/or investment needs. For clients to whom we provide financial planning services, we conduct reviews on an as-needed basis triggered by the client’s request. We may also suggest financial planning reviews when there is a change in your financial situation and/or investment needs.

We offer our asset management on both a **discretionary** and **non-discretionary** basis. Discretionary asset management allows us the limited authority to buy and sell investments in your account without asking you each time a transaction is placed in your account. With non-discretionary asset management, we provide investment recommendations but require your approval to proceed with each transaction. You make the ultimate decision regarding the purchase or sale of investments. Our level of authority is determined at the beginning of our relationship with you in our advisory agreement and can be changed upon request.

While we can advise on any investment asset, our investment recommendations are primarily related to investments in mutual funds, exchange-traded funds (ETFs) and individual equity securities (stocks). We do not impose a minimum account size; however, a TAMP Sponsor may require a minimum account size to participate in a specific program and/or service.

**NOTE:** FFA has an affiliated SEC registered broker-dealer, Trinity Wealth Securities, LLC (“TWS”). Some of our IARs are registered representatives of TWS. So, your IAR may offer brokerage services through TWS and investment advisory services through FFA. It is important you understand the difference between brokerage and investment advisory services, and the separate fees charged for those services. In particular, if your IAR also serves as a registered representative of TWS, your IAR has additional conflicts of interest. For more information, please see the TWS [Form CRS](#) and [Regulation Best Interest Disclosure](#).

**For additional information**, including more detailed information about the types of investment advisory services FFA offers, please see our [Form ADV Part 2A](#), specifically Items 4 and 7.

### Conversation Starters - Ask your financial professional:

- ◆ *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? What do these qualifications mean?*

## **What fees will I pay?**

Our fees are based on the types of services we provide to you. For **asset management**, we charge an ongoing asset-based fee. The fee is charged as a percentage of assets that we manage for you. The more assets there are in your advisory account, the more you will pay in fees, and we may therefore have an incentive to encourage you to increase the assets in your account. For **financial planning** services, we charge a fixed fee or fee based upon your net worth or assets held by you.

Our asset management services also include the selection of TAMP Sponsors, which offers clients the opportunity to participate in wrap fee programs. Under TAMPs, the client will pay a total TAMP fee that generally includes a 1) program fee that is retained by the TAMP Sponsor, 2) sub-manager/advisor fee that is paid to another third-party, through the TAMP Sponsor, for investment management services, 3) custodian fee that is paid to the custodian either through the TAMP or the client, and 4) an advisory fee that is paid to us.



Our investment advisory fees do not include brokerage commissions, transaction fees, and other related costs and expenses. Some investments, such as mutual funds and ETFs, impose additional fees that will reduce the value of your investments over time. Those fees may include fund expenses and surrender charges. You may also pay other fees to the custodian of your assets. These include, but may not be limited to, ticket charges on transactions, fees for wire transfers, IRA maintenance, duplicate check or statement copies, overnight deliveries, returned checks, and asset transfers. **You will pay fees and costs whether you make or lose money in 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 additional information**, including more detailed information about the fees and costs FFA charges for its investment advisory services, please see our [Form ADV Part 2A](#), specifically Item 5.

**Conversation Starters - Ask your financial professional:**

◆ *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.

For example, many of our IARs are also registered representatives of a broker-dealer or insurance agents licensed with an insurance company. Through the broker-dealer and/or insurance company, our IARs can offer commission-based products for which they receive additional compensation. This additional compensation causes a conflict of interest as the IARs have an incentive to solicit commission-based products.

**Conversation Starters - Ask your financial professional:**

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

**For additional information**, including more detailed information about FFA's affiliations and other conflicts of interest, please see our [Form ADV Part 2A](#).

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

Our IARs are compensated through salaries and/or a portion of revenue we receive for the investment advisory services we provide to you. The portion paid to your IAR generally does not vary based on the type of investments that are recommended; however, as described above, some of our IARs are also registered representatives of a broker-dealer and some are also insurance agents. When acting in these capacities, they will earn commissions or transaction-based compensation.

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

No, for our firm. Yes, for our financial professionals (IARs). We invite you to visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research our firm and IARs.

**Conversation Starters - Ask your financial professional:**

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

➡ ***Additional Information***

We encourage you to seek out additional information about our investment advisory services in our [Form ADV Part 2A](#) or by viewing our information, using our CRD# 288811, on [Investor.gov](http://Investor.gov) or [adviserinfo.sec.gov](http://adviserinfo.sec.gov). Alternatively, you may call us at (813) 333-1683 to directly speak with us and request a copy of this relationship summary and/or our [Form ADV Part 2A](#).

**Conversation Starters - Ask your financial professional:**

- ◆ *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?*