

Introduction

Our firm, Magnolia Lane Financial Advisors, 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 www.investor.gov/CRS, 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 investment advisory services, including Comprehensive Portfolio Management and Financial Planning & Consulting to clients. If you open an advisory account with our firm, we'll meet with you at least once, but sometimes more (in person if possible, otherwise via telephone conference) to understand your current financial situation, existing resources, objectives, and risk tolerance. Based on what we learn, an investment approach is proposed consisting of exchange traded funds ("ETFs"), mutual funds, individual stocks or bonds, alternative investments or other securities. Upon your agreement to the proposed investment plan, our firm will work with you to establish or transfer investment accounts so that we can manage your portfolio. Once the relevant accounts are under our management, the investments are monitored at least quarterly, and if necessary, rebalanced to meet your changing needs and goals. We'll offer you advice on a regular basis and contact you at least annually to discuss your portfolio.

We typically 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. You may choose to work with us on a non-discretionary basis in which case we would recommend investments and you would make the ultimate decision whether or not to purchase the investments.

We do not restrict our advice to limited types of products or investments.

Our firm typically requires a minimum account balance of \$1,000,000 to open an account for our Comprehensive Portfolio Management service.

Financial Planning & Consulting is included in our Comprehensive Portfolio Management service for no additional fee. Financial Consulting is also offered as a separate service for a flat or hourly fee. We do not monitor your investments for the Financial Planning & Consulting service.

Additional information about our advisory services is in Item 4 & 7 of our Firm Brochure which is available online at <https://adviserinfo.sec.gov/firm/summary/175098>.

What fees will I pay?

You will be charged an ongoing quarterly fee based on the value of the assets in your account on the last day of the prior quarter. Your initial advisory fee will include a pro-rated amount for services rendered from the account settlement date with the qualified custodian. Our maximum Comprehensive Portfolio Management annual fee is 1.50%. The more assets you have in your advisory account, the more you will pay us. We may therefore have an incentive to increase the assets in your advisory account in order to increase our fees. 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. Our firm's fees will be automatically deducted from your advisory account, which will reduce the value of your advisory account. In rare cases, we will agree to send you invoices rather than automatically deduct our fees from your advisory account.

Our maximum flat fee is \$10,000 and our maximum hourly rate is \$500 for our Financial Consulting service. We charge an upfront retainer when you sign an agreement for this service and charge you two installments of 25% of the remaining fee starting at the beginning of the third quarter following payment of the upfront retainer. Payments are due within 30 days of being billed.

The broker-dealer that holds your assets may charge you a transaction fee when we buy or sell an investment for you. The broker-dealer's transaction fees are in addition to our firm's fees for our Comprehensive Portfolio Management services.

You may also pay charges imposed by the broker-dealer holding your accounts for certain investments and maintaining your account. 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 addition, you may have to pay fees such as “surrender charges” to sell variable annuities.

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 which is available online at <https://adviserinfo.sec.gov/firm/summary/175098>.

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:

In an effort to stay up to date on the various financial products we cover, our firm’s financial professionals will occasionally accept travel expense reimbursement provided by the sponsor of a given product to attend their events. These events are educational in nature, and reimbursement is not directly dependent upon the recommendation of any specific products. A conflict of interest may exist for our firm to recommend products which provide more travel reimbursements than those that don’t. However, our financial professionals shall always act in the client’s best interest in recommending appropriate investments.

Additional information about our conflicts of interest is in Item 14 of our Firm Brochure which is available online at <https://adviserinfo.sec.gov/firm/summary/175098>.

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.

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

No, our firm and financial professionals do not have any legal and disciplinary history to disclose. Visit Investor.gov/CRS 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 www.adviserinfo.sec.gov by searching CRD #175098. You may also contact our firm at (443) 812-0547 to request a copy of this relationship summary and other up-to-date information.

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?
- 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?
- How might your conflicts of interest affect me, and how will you address them?
- As a financial professional, do you have any disciplinary history?
- For what type of conduct?
- 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?