

## Form ADV Part 3: Form CRS

### **MacDougall Financial Counseling**

January 1<sup>st</sup>, 2025

MacDougall Financial (MFC) is registered with the Securities and Exchange Commission (SEC) as an investment adviser. 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 <http://investor.gov/CRS>, which also provides educational materials about broker-dealers, investment advisers, and investing.

### **WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE ME?**

We provide comprehensive investment advisory services that span from developing investment strategies and policies, to estate and tax planning, to any other financial questions that are raised by clients. As part of our standard service, we prepare portfolio reviews at minimum bi-annually and offer advice on an on-going basis, meaning clients can reach out to us with any financial matters.

We typically manage our clients' investment accounts on a discretionary basis. This allows us to buy and sell investments without asking the client in advance. However, in practice we endeavor to obtain prior approval from each client on all our recommendations.

We have no limitations on our investment products, although we typically recommend investments that can be held at our custodian, BNY Pershing. We will explore other options if a client is interested in outside investments, such as private market deals. There are no requirements for a minimum account size or investment amounts.

#### **Conversation Starters**

- 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?

*For additional information, please see our website ([www.macdougallfinancial.com](http://www.macdougallfinancial.com)). You may also contact us directly by email ([liz@macdougallfinancial.com](mailto:liz@macdougallfinancial.com)) or phone (724-468-1300).*

### **WHAT FEES WILL I PAY?**

We use a flat fee structure that is negotiated separately with each client. Our annual retainer services are typically in the \$3,000 to \$30,000 range, or greater amounts when we perform significant administration or trust services. Most on-going annual retainers include an inflation escalator. Our retainers are subject to cancellation by either party at any time with no penalty. We receive no commissions from any products we recommend except life insurance, which can be waived at the request of the client.

Outside of our flat advisory fee, other common fees are transactional costs, and management fees charged by mutual funds, variable annuities, and separately managed accounts (SMAs). 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.

### **Conversation Starters**

- 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?

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### **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 must 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 interest. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here is an example to help you understand what this means.

- A potential conflict of interest arises when we recommend rolling over a 401k plan or other outside retirement account plans to an IRA held at our brokerage firm. We do not charge based on Assets Under Management, so the movement of these accounts does not directly affect a client's fees. However, fees often increase as a result of these transfers because it materially increases the work performed by MFC. To mitigate this conflict of interest, we ensure that we document all potential advantages and disadvantages of the transfer, including but not limited to: changes in investment fees, changes in availability of products, and changes in service.

### **Conversation Starters**

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

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### **HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?**

Our financial professionals are compensated solely through our annual retainers with each client.

### **DO YOU OR YOUR FINANCIAL PROFESSIONALS HAVE LEGAL OR DISCIPLINARY HISTORY?**

No. None of our financial professionals have legal or disciplinary history. Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research our firm and our financial professionals.

### **Conversation Starters**

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

**ADDITIONAL INFORMATION:** *For additional information about our services, please visit our website ([www.macdougallfinancial.com](http://www.macdougallfinancial.com)) or download our Form ADV, available on our website. If you would like additional, up-to-date information or a copy of this disclosure, please call (724)-468-1300.*

### **Conversation Starters**

- Who is my primary contact person? Is she or he 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?