



04/13/2020

Strategic Financial Concepts, LLC is registered with the SEC.

Investment advisory services, brokerage services and fees differ. It is important for the retail investor to know the difference. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/crs), which also provides educational materials about broker-dealers, investment advisors, and investing.

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

Strategic Financial Concepts, LLC is an investment advisory firm. The principle services of SFC are retirement planning, educational planning, tax planning, asset allocation recommendations, investment management, risk management, cash flow and budgeting, wealth planning, estate planning, and business planning to retail investors. A core service of SFC is investment management. The account minimum is \$250,000. Portfolio management is discretionary, meaning the advisor has authority to adjust the portfolio without the client's permission and acknowledgement of the changes. Discretion is authorized as long as a client of SFC or until written notice by either party. Wrap accounts are also offered. Accounts are monitored in frequency according to the investment policy agreed upon by the investment professional and client. SFC does not offer any proprietary products but may offer products only available at a given custodian.

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?

Fees are paid to SFC in one of three ways. The first is through an annual retainer or flat fee for service. The second is an hourly fee, not to exceed \$250 per hour. The third are asset-based fees which could include a wrap program fee. Asset-based fees are on-going fees paid either monthly or quarterly in advance. Any transaction fees are paid by the client. In a wrap program, the client does not pay transaction costs accrued by the custodian. Typically, the costs of wrap fee programs are higher than typical asset-based advisory programs. Clients could also pay additional direct fees such as custodian account maintenance fees, custodian fees, administrative fees, and/or account closure fees. Clients could also pay additional fees indirectly through open or closed mutual funds, variable annuities, exchange traded funds/notes, real estate investment trusts, or any other product-level fees the client purchases.

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?

## What are the legal obligations to me when acting as my investment advisor? 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 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.

If SFC refers a third-party advisor, SFC may share in the advisory fee paid by clients if SFC has such a contract with the third-party advisor. Another potential conflict is when SFC recommends clients maintain their assets at Charles Schwab and Co. Inc. or TD Ameritrade as it may be based in part on benefits provided to SFC by the availability of some of the foregoing products and services and not solely on the nature, cost, or quality of custody and brokerage services provided by Charles Schwab and Co. Inc. or TD Ameritrade.

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

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

Financial professionals with SFC are 1099 contractors. They are paid a percentage of the fees their clients pay SFC. Those fees are determined by the amount of client assets they service, time and complexity required to meet a client's needs, or a percentage of revenue the firm earns for the financial professional's advisory service or recommendations. Financial professionals may be given things such as meals, educational events, or other forms of compensation by wholesalers offering products such as mutual funds or variable annuities. These non-cash forms of compensation may cause a conflict of interest.

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

Yes. You may go to [investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research SFC and its financial professionals.

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

You may receive additional information from Kristen Wagner. Her telephone number is 210-737-7800. You may call her to request up-to-date information and request a copy of the CRS.

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