

1/13/2023

## Form ADV Part 3: Client Relationship Summary

ElderAdo Financial is registered with the Securities and Exchange Commission as a Registered Investment Advisor. Brokerage and investment advisory services and fees differ, and it is important for you to understand the differences. The SEC offers free and simple tools to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/CRS) which also provides information tailored to educate retail investors about financial professionals. If you are planning to speak with one of our advisors look for the shaded boxes in this document for some questions to guide your conversation.

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

We offer investment advisory services to retail investors via Individual Retirement Accounts, taxable investment accounts, and small business retirement plans. We provide strategies to our clients to help them reach their financial goals. Our advisors also offer advice for other aspects of financial planning such as tax, retirement, and education planning. Our investment services and advice are available virtually or in person through one of our financial professionals. **Asset Management Services:** We provide asset management services that involves us managing and trading your designated account(s). We discuss your investment goals and design a strategy to try and achieve your investment goals. We will continuously monitor your account when providing asset management services and contact you at least annually to discuss your portfolio. Asset management services are provided on a discretionary basis (which means we have the authority to determine the type and number of securities to be bought or sold in your account) or a non-discretionary basis (the retail investor makes the ultimate decision regarding the purchase or sale of securities.). **Financial Planning and Consulting Services:** We provide financial planning and consulting services on a complimentary basis as part of your asset management fee. Financial planning services involve us creating a written financial plan for you that covers mutually agreed-upon topics. Services provided include retirement planning, investment portfolio assessment, risk tolerance assessment, and any other specialized financial planning topics based on the needs and concerns of the client. Clients who do not wish us to manage their assets can also choose to have a financial plan created for a fee.

**Limited Investment Offerings:** We do not primarily recommend only one type of security to our clients. Instead, we recommend portfolios designed to be suitable for each client relative to each client's specific circumstances and needs. However, we are limited in investment selection in that we can only invest in securities that are available on our custodian/broker-dealer's platform. When providing you services, we do not recommend or offer advice on any proprietary products.

**Account & Fee Minimums:** We require a minimum of \$100,000 in order to open an account managed by us. To reach this account minimum, you can aggregate all household accounts. We have the ability to waive this minimum in anticipation of expected future contributions to the account or the relationship between the client and investment advisor representative.

*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?

**Description of Principal Fees & Costs:** Asset management services are charged based on a percentage of assets under management, billed in arrears (after the month of investment services has been provided) on a monthly basis, and calculated based on the fair market value (the value or a selling price for an item to which a buyer and seller can agree upon) of your account as of the last business day of the previous month as 1/12<sup>th</sup> of client's annual fees. The annual fee for asset management services will be based upon a fee schedule that ranges between 0.70% and 1.50%. Because our fee is based upon the value of your account, we have an incentive to recommend that you increase the level of assets in

1/13/2023

your account. Other fees and expenses can be imposed by third parties for executing transactions and other custodial services. These fees and expenses will be used to pay management fees for the securities, other fund expenses, and account administration (e.g., custody, brokerage, and account reporting). Mutual funds and ETFs also charge internal management fees, which are disclosed in the fund's prospectus. Financial Planning Service fees are waived when paying us an asset management fee; however, you will incur charges for this service if your assets are not managed by our firm. These services are based on a negotiated rate and are billed at the time of service or if are part of a retainer agreement, will be billed quarterly.

**Additional Information:** 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 information about the fees we charge and the other fees and expenses you will incur, please see Item 5 of [Form ADV Part 2A](#).

*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?**

**Standard of Conduct:** 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 has the potential to create some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide. Here are some examples to help you understand what this means. 1) To the extent we recommend you roll over your account from a current retirement plan to an individual retirement account ("IRA") managed by us and subject to our asset-based investment advisory fees, this is a conflict of interest because we have a financial incentive to recommend that you move your IRA to us even if it is not in your best interest. 2) We provide financial planning and advisory services to multiple clients resulting in our client relationships being non-exclusive. We strive to avoid circumstances where one client's interest conflicts with another client. Additional Information: For more information about our conflicts of interest and the ways we are compensated, please see Item 5 and Item 10 of our [ADV Part 2A](#).

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

### **How Do Your Financial Professionals Make Money?**

We compensate our investment adviser representatives through a monthly salary. Planners are not compensated based on client complexity, time spent with clients, and products the client is invested in, nor do they receive commissions on any investments our clients invest in through the firm.

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

No, our firm and our financial professionals have no disciplinary history. Visit <https://www.investor.gov/CRS> for a free and simple search tool to research us and our financial professionals.

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

For additional information about your investment advisory services, or to request a copy of this Form CRS, please call us at (970) 249-9900 or visit [elderadofinancial.com](http://elderadofinancial.com) for our [ADV](#) or this Form CRS.

*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?*