

# Customer Relationship Summary

Helping you make an informed decision

Form CRS

## Introduction

FPPFA L.L.C. ("Front Porch Financial Advisory", "FPPFA") was established in 2020 and is registered with the Securities and Exchange Commission as an investment adviser. Brokerage and investment advisory services and fees differ, and it is important for the retail investor to understand the differences. Free and simple tools are available for you to use at [Investor.gov/CRS](https://investor.gov/CRS), a website maintained by the SEC. These tools can provide you with educational materials about broker-dealers, investment advisers, and investing.

- Terms to know:**
- A **broker-dealer** is a firm that acts as an intermediary between buyers and sellers of securities for which they will usually receive a commission and may purchase or sell those securities in/out of their own account.
  - An **investment adviser** is generally any person or group that provides investment advice or conducts securities analysis in exchange for a fee.

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

FPPFA offers investment advisory services to retail investors giving continuous advice based on the client's individual needs. FPPFA offers Investment Advisory Services and Financial Planning. Information on clients will be gathered through in-depth personal interviews and reviews of personal financial information. As part of our standard service Investment Advisors are responsible for performing periodic reviews and consulting with you at least annually.

FPPFA provides its clients discretionary and non-discretionary account ("Account") management services tailored to each client's individual needs. In a discretionary account, the Adviser will have the authority to determine which securities are bought and sold without prior consultation with the client. Discretion is exercised in a manner consistent with the client's stated objectives, and any restrictions the client provides in writing. In a non-discretionary account, the client makes the ultimate decision regarding the purchase or sale of investments. Discretionary authority is provided as part of the Client Agreement. There is no account minimum size or fee for any of FPPFA's services.

*Additional information about services provided can be found on the company's website at: <https://frontporchfa.com> and on FPPFA's ADV Disclosure Brochure (Form ADV Part 2A, Items 4, 7, 13 and 16).*

## What fees will I pay?

For advisory services, FPPFA charges most retail clients an annualized asset-based fee, billed monthly. The basic fees for financial planning services will be fixed and/or hourly and are negotiable. Fees may be charged during and or after services are delivered. The actual fee each of you will pay is set forth in an Investment Advisory Agreement. The more assets there are in a retail investor's advisory account, the more a retail investor will pay in fees, and this creates an incentive for us to encourage you to increase the assets in your account.

## Conversation Starter

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?

## Conversation Starter

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?

Aside from the fees we charge you for providing investment advice, you may have to pay other fees related to brokerage or investment advisory services. Fees can be charged directly or indirectly. Direct fees can include transaction fees and account maintenance fees (including IRA fees) charged by the custodian of your accounts; prime broker fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Indirect fees can include internal management fees (including 12b-1 fees and annual fund operating expenses) charged by Mutual funds and exchange traded funds, which are disclosed in a fund's prospectus.

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 fees is available in FPFA's ADV Disclosure Brochure (Form ADV Part 2A, Item 5).*

### **What are your legal obligations to me when acting as my investment adviser? How else does the 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 examples to help you understand what this means.

#### **Conversation Starter**

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

FPFA primarily earns fees based on the amount of assets we manage. Therefore, we have a financial incentive to encourage you to transfer assets to FPFA. This includes a recommendation to rollover your retirement plan. FPFA representatives may also be independent licensed insurance agents, and from time to time, will offer clients advice on insurance-related products. Clients should be aware that these services pay a commission or other compensation and involve a conflict of interest, as commissionable products conflict with the fiduciary duties of a registered investment adviser. Clients are in no way required to utilize the services of any representative of FPFA in connection with insurance activities outside of FPFA.

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

Our financial professionals are compensated based on a specific percentage of the fees you pay. Their compensation is not based on the time and complexity required for any particular client or the products sold.

**Do you or your financial professionals have legal or disciplinary history?** No. Visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research the Firm and our financial professionals.

#### **Conversation Starter**

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

### **Where can I find additional information?**

You can always ask your financial advisor for more information and request a copy of this relationship summary at (980) 428-2297. *Additional information about services provided can be found on the company's website at: <https://frontporchfa.com> and on FPFA's ADV Disclosure Brochure (Form ADV Part 2A Brochure).*

#### **Conversation Starter**

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?