

Strauss Financial Group - Form CRS-ADV Part 3

August 18, 2020

Customer Relationship Summary Introduction

Strauss Wealth Advisors, LLC, doing business as Strauss Financial Group, (“Strauss”) is an independent fee-based Registered Investment Advisor with the Securities and Exchange Commission (“SEC”). Brokerage and investment advisory services and fees differ and it is important for you to understand the differences. Free and simple tools are available to research firms and financial professionals at Investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.

Relationships and Services

What investment services and advice can you provide me?

We offer investment advisory services to our clients, including financial planning, wealth-management, and investment management services to individuals, trusts, estates, retirement plans, corporations, and charitable organizations.

- We will offer you investment advice on a regular basis. We will discuss your investment goals, design a strategy to achieve your investment goals based on your age, risk tolerance, objectives, and financial circumstances, and regularly monitor your account. We will contact you (by phone or e-mail) at least annually to discuss your portfolio.
- Strauss provides investment advisory services on a discretionary basis (advisor makes the buy/sell decision and trades without prior client approval) and the services are tailored to the individual needs of the client. We are held to a fiduciary standard to act solely for the benefit of our clients- with care, diligence, and objectivity.
- We offer broad based financial planning, coaching, and consulting on a as needed basis, and services are not provided on a continual, ongoing basis.
- We have requirements for our clients to open or maintain an account or establish a relationship, as we prefer investment accounts over \$150,000, and we have a minimum amount of hours worked for our financial plans.

For additional information, please see our [Form ADV, Part 2A brochure](#), specifically Items 4 and 7.

Conversation Starters: Ask us the following questions –

- ✓ 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?

Fees, Costs, Conflicts, and Standard of Conduct

What fees will I pay?

- If you open an advisory account, you will pay an on-going **asset-based fee** billed at the beginning of each quarter(in advance) for our services, based on the value of the cash and investments in your advisory account. SFG prorate fees for deposits greater than \$5,000 and does NOT prorate fees on any withdrawals. We also provide consulting advice for an **hourly fee** or can provide a financial plan for a one-time **fixed fee**.
- The more assets you have in the advisory account, including cash, the more you will pay us. We therefore have an incentive to increase the assets in your account to increase our fees. Regardless of action or no action taken in the account, you will pay our quarterly fee, since we continue to manage and monitor the accounts on a regular basis.
- You may pay a transaction fee for certain investments when we buy and sell that investment for you. Most investments are transaction-free. You may also pay fees to the custodian or bank that will hold your assets (called “custody”).
- Some investments (such as mutual funds and variable annuities) impose additional fees that will reduce the value of your investment over time. Also, with certain investments such as variable annuities, you may have to pay fees such as “**surrender charges**” to sell the investment.
- Strauss cannot offer any guarantee that your financial goals will be met, and you will incur fees and costs whether you make or lose money on your investments. Fees and costs will reduce the 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, please see Form ADV, Part 2A brochure, Item 5.

Conversation Starters: Ask us the following questions –

- ✓ 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?**

- When we act as your investment advisor, we act in your best interest and we do not put our interest ahead of yours. At the same time, the way we make money may create some conflicts of interest. 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.
- We can make extra money by advising you to invest in certain investments, such as Insurance Products, because (a) they are managed by us or our affiliates, (b) third parties compensate us when we recommend or sell the investments, or (c) both.

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Conversation Starters: Ask us the following questions –

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

How do your financial professionals make money?

- Our advisors may be compensated in one or more of the following ways: hourly and/or fixed fees, and fees based upon assets under management. We receive revenue from the amount of client assets that we manage, and /or the time and complexity required to meet client's needs.
- Our interests can conflict with your interests. We must tell you about them in a way you can understand, so that you can decide whether you to agree to them. The client will be required to enter into a written agreement that sets forth the terms, scope, and conditions upon which the Advisor will render services. Strauss feels that their fees are reasonable but may be higher or lower than those charged by other firms.

Disciplinary History

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

- No, the firm and/or its financial professionals do not have a reported disclosure.
- Visit Investor.gov/CRS for a free and simple search tool to research your financial professionals.

Conversation Starters: Ask us the following questions –

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

Additional Information

- For additional information on our investment advisory services and to request a copy of the relationship summary, go to IAPD at adviserinfo.sec.gov or to our website, www.straussfinancial.com.
- You can call us at (205) 967-9595 to request up-to-date information and request a copy of the relationship summary.

Conversation Starters: Ask us the following questions –

- ✓ Who is my 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?