

# Form CRS (Client Relationship Summary), April 7, 2022

## Williams Financial, LLC

### Item 1: Introduction

Williams Financial, LLC is an investment adviser registered with the Securities and Exchange Commission offering advisory accounts and services. Brokerage and investment advisory services and fees differ, and it is important that you understand the differences. This document gives you a summary of the types of services and fees we offer. Please visit [www.investor.gov/CRS](http://www.investor.gov/CRS) for free, simple tools to research firms and financial professionals, as well as educational materials about broker-dealers, investment advisers, and investing.

### Item 2: Relationships and Services

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

As a registered investment adviser, our primary advisory services to retail clients are financial planning (we assess your financial situation and provide recommendations and advice to help meet your goals) and portfolio management (we assess your current investments, help you determine an investment strategy, and monitor your portfolio on a regular basis). Our firm is not a broker-dealer and therefore we never sell financial products for commissions. As part of our standard services, we typically monitor client accounts on a quarterly basis. We manage investment accounts on a discretionary basis whereby we will decide which investments to buy or sell for your account. We have discretion as to what securities to buy or sell, when the securities are to be bought or sold for the account, the total amount of the securities to be bought/sold, or the price per share. You may revoke or limit our discretionary authority (for example, limiting the types of securities that can be purchased or sold for your account) by providing our firm with your revocation, restrictions, or guidelines in writing. We also offer non-discretionary investment management services at our discernment whereby we will provide advice, but you will ultimately decide which investments to buy and sell for your account. You have an unrestricted right to decline to implement any advice provided by our firm on a non-discretionary basis. We limit the types of investments that are recommended since not every type of investment vehicle is needed to create an appropriate portfolio. We do not offer, nor do we sell, proprietary products. Our Williams Digital Portfolio service does not have a minimum account size. Our Integrated Wealth Management and Professional Investment Management services have a minimum account size of \$500,000. These minimums may be waived at our discretion. Please also see our Form ADV Part 2A (Brochure), specifically Items 4 & 7.

**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?

### Item 3: Fees, Costs, Conflicts, and Standard of Conduct

#### What fees will I pay?

Our fees vary depending on the services engaged with us. Additionally, the amount of assets in your account affects our advisory fee; the more assets you have in your advisory account, the more you will pay us and thus we have an incentive to increase those assets in order to increase our fee. Our fixed fee arrangements are based on the amount of work we expect to perform for you; the complexity of your financial situation may increase the advisory fee. Portfolio management fees are typically charged quarterly in arrears, while financial planning fees are typically charged half in advance and the remainder in arrears. You pay our fees even if you do not have any transactions and the advisory fee paid to us generally does not vary based on the type of investments selected. Please also see Items 4, 5, 6, 7 & 8 of our Brochure.

Some investments (e.g., mutual funds, exchange traded funds, etc.) have embedded fees (e.g., transactional fees and product-level fees) that are generally paid by you to the companies that sponsor, manage, and/or promote the investment. The same additional fees may be true for a custodian as well. Additionally, you will pay transaction fees, if applicable, when we buy or sell an investment for your account. As a fee-only, fiduciary registered investment adviser we try to keep these additional fees as low as possible. **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.** Please also see our Brochure for additional details.

**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?

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 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 some examples to help you understand what this means.

- The amount of assets in your account affects our advisory fee; the more assets you have in your advisory account, the more you will pay us and thus we have an incentive to increase those assets in order to increase our fee.
- Some custodians may provide us additional services based on the amount of assets we hold with them. For example, Charles Schwab & Co., Inc. provides research and increased client services, thus we have an incentive to increase those assets in order to maintain or increase these additional services.

Please also see Item 12 of our Brochure.

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

How do your financial professionals make money?

While most of our financial professionals receive cash compensation through a salary, some of our financial professionals are compensated as a percentage of revenue from advisory and financial planning fees. The more client assets they service, the more compensation they will receive. Therefore, financial professionals are incentivized to increase revenues on your accounts. Our financial professionals are never compensated from commissions on products sold. Please also see Item 10 of our Brochure for additional details.

## Item 4: Disciplinary History

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

No, we do not have legal and disciplinary events. Visit [www.investor.gov](http://www.investor.gov) for a free, simple search tool to research us and our financial professionals.

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

## Item 5: Additional Information

For additional information on our advisory services, see our Brochure available at [www.williamsfinancial.net](http://www.williamsfinancial.net) and any individual brochure supplement your financial planner provides. If you have any questions, need additional information, or want another copy of this Client Relationship Summary, please contact us at 866-986-4469.

**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?