# Light Financial Services, Inc. FORM CRS February 26, 2024

#### **Item 1: Introduction**

We are registered with the SEC as an investment adviser. Brokerage and investment advisory services 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 <u>http://investor.gov/crs</u>, which also provides educational materials about broker-dealers, investment advisers and investing.

#### **Item 2: Relationships and Services**

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

Our firm offers investment advisory services, which are fully described in our Form ADV Part 2A ("Disclosure Brochure"). Our services include financial planning, portfolio management, and the selection of other advisers. As part of our standard services, the Firm develops portfolios for clients that are tailored to the specific needs, risk tolerances and desires of each individual client. Our Firm collects personalized information from the client to determine the best portfolio for the client. The firm performs ongoing reviews of the portfolio to ensure they continue to align with the Clients' profiles. There are no material limitations to our monitoring. We accept discretionary authority to implement the recommended transactions in client accounts. The level of discretion is determined in our agreement. Our investment recommendations are not limited to any specific product or service but will generally include advice regarding certificates of deposit, mutual fund shares and exchange-listed securities. In general, we do not require a minimum dollar amount to open and maintain an advisory account.

For more information please see Items 4, 5 and 7 of our Form ADV Part 2A.

Conversation starters: We encourage you to ask your finance advisor these key 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?

#### Item 3: Fees, Costs, and Standards of Conduct

#### What fees will I pay?

The fee for all clients is based on a percentage of the assets under management or fixed fees. Our investment management fees are billed either quarterly or monthly, in arrears, meaning that we invoice you at the end of each month or quarter. The annual investment advisory fee charged ranges up to a maximum of 1.5% of the assets held in the account. The full asset management fee is shown in a table contained in the client advisory agreement as well as the 2A brochure. The firm does not receive fees based on assets or commissions for purchasing or selling stocks, bonds, mutual funds, real estate investment trusts, or other commissioned products for clients.

When engaging our services you will also incur other fees and expenses charged by third parties. The brokerdealer/custodian on your account will charge you transaction fees for executing trades in your account, as well as various account maintenance and service fees. Some investments, such as mutual funds and exchange-traded funds (ETFs), impose management and other fund expenses. We do not receive any portion of these fees. When using our services, the only revenue we receive relating to you and your account(s) is the fee described in our written agreement with you. For more details on the other fees and expenses you may incur please see Item 5 of our Form ADV Part 2A. 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.

# What are our legal obligations to you as an 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 act in a fiduciary capacity. This means 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. As an example, the more assets that are in your advisory accounts, the more you will pay in fees, so Light Financial Services may therefore have an incentive to encourage you to increase the assets in your account or manage them in a way where we receive higher fees.

For more information on what conflicts exist please refer to our Form ADV Part 2A Brochure.

### How do your financial professionals make money?

We compensate our investment adviser representatives with a salary. Our staff may also be eligible for bonuses based on client service objectives.

### How might our conflicts of interest affect you and how will we address them?

Because our firm will receive more fees when we manage more assets, we have an interest in the amount of your assets we manage. This creates a conflict of interest as we may have a financial interest when recommending you increase the assets in your account. However, our internal policies and compliance procedures provide guidance to manage your account in accordance with your best interest regardless of this conflict.

<u>Conversation starter</u>: If you have any questions concerning our fees or conflicts of interest, please feel free to ask us questions, such as: "How might your conflicts of interests affect me, and how will you address them?"

#### **Item 4: Disciplinary History**

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

No. We encourage you to visit investor.gov/CRS for a free and simple search tool to research any of our financial professionals.

<u>Conversation starter</u>: Feel free to ask: "As a financial professional, do you have any disciplinary history? For what type of conduct?"

#### Item 5: Additional Information

#### Where is additional information available?

To obtain additional information regarding our services, if you want to address any concerns, or if you need to request a copy of this relationship summary and any of our other disclosure documents referred to in this document, please contact the firm at (701) 356-5106.

<u>Conversation Starter</u>: 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?