

Source Financial Advisors, LLC

Form CRS Customer Relationship Summary, July 31, 2023

Source Financial Advisors, LLC is registered with the Securities and Exchange Commission (SEC) as an Investment Adviser. Brokerage and investment advisory services and fees differ, and it is important for you as a retail investor to understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

We offer investment advisory services to retail investors, including financial planning and consulting services, seminars, selection of third-party managers, and various other services. We engage multiple third-party managers, including Outsourced Chief Investment Officer Programs (the "OCIO Program") and subadvisers. These third-party managers consist of unaffiliated, separately registered Investment Advisers with the SEC. Through the OCIO Program, discretionary investment management services are provided through Investment Committees, in concert with research furnished by third party providers. Portfolios are constructed, implemented, and monitored through an institutional due diligence program that functions at the sub-manager and product level. Investment advisory services are provided on a discretionary or nondiscretionary basis. Discretionary means the trading activity with your account is entered by us without receiving prior authorization for each trade. For nondiscretionary accounts, you make the ultimate decision regarding the purchase and/or sale of investments. We monitor your account at least quarterly. We will offer you advice on a regular basis and contact you at least annually to discuss your portfolio. We do not have a minimum account size; however, we do have a minimum fee which is discussed later. We do not restrict our advice to limited types of products or investments.

We also use investment management platforms (the "Platform" or the "TAMP") sponsored by multiple third parties. Through the Platform, third parties provide certain technology, administrative, operations and advisory support services that allows us to manage your portfolios and access independent third-party managers that provide discretionary services in the form of traditional managed accounts and investment models. We can allocate all or a portion of client assets among the different independent third-party managers via the Platform. We may also use the model management feature of the TAMP by creating an asset allocation model and underlying investments that comprise the model. Through the model management feature, we may be able to outsource the implementation of trade orders and periodic rebalancing of the model when needed.

We also offer financial planning and consulting services, to the extent specifically requested by you, including estate planning, insurance planning, etc., on a stand-alone separate fee basis. We offer a personalized, concierge service ("Wife2CFO") that assists divorced women with their transition to financial independence that is typically completed in 12 months. In addition, we offer both an 8-week online live group webinar as well as a Flex program that enables participants to watch prerecorded content at their own pace. We also offer a personalized, concierge service, generationU ("genU") that assists and educates young adults who are expecting to inherit significant wealth and is typically completed within 4-6 months.

For additional information, please see our Form ADV Part 2A brochure Items 4 and 7, which is available online at: <https://adviserinfo.sec.gov/firm/summary/164825>.

Conversation Starters. Questions to Ask Us:

- 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?

We offer our services on a fee based upon assets under management through various services and advisory management services, including the TAMP or Platform programs. We provide discretionary portfolio management services for an annual fee, which is negotiable and varies between 0.50% and 1.00% depending upon the market value of the assets under management. The more assets you have in your advisory account, the more you will pay us. Therefore, we have an incentive to increase the assets in your advisory account in order to increase our fees. Our fees are prorated and charged quarterly, in advance, and automatically deducted from your account, which will reduce the value of your account. TAMP and Platform related charges are not included in the investment advisory services fee you pay to us. We may receive a portion of the fees charged by the unaffiliated third-party vendor or the service providers made available through its platform, including the independent managers depending on the subadviser selected. Each of the Platform Fee and independent manager fees are determined by the particular program(s) and manager(s) with which your assets are invested and are calculated based upon a percentage of your assets under management, as applicable. The Platform Fee generally ranges from 0 - 0.50% annually, independent fixed income manager fees generally range from 0 - 0.90% annually, and independent equity manager fees generally range from 0 - 1.50% annually.

To the extent specifically requested by a client, Source *may* determine to provide financial planning and/or consulting services (including investment and non-investment related matters, including estate planning, insurance planning, etc.) on a stand-alone separate fee basis. Source's planning and consulting fees are negotiable, but generally range from \$5,000 to \$50,000 on a fixed fee

basis, depending upon the level and scope of the service(s) required and the professional(s) rendering the service(s). The Wife2CFO and genU program's fixed fee is within the above referenced range. The fixed fees for Wife2CFO, genU, planning, and/or consulting are on a payment schedule – first installment (50%) is due at the time of signing. The remaining 50% is due in month 7 or at the completion of services provided if sooner. The Wife2CFO 8-week and Flex programs cost \$1,999 and \$950 respectively, and payment is due prior to commencement of services.

The broker-dealer that holds your assets may charge you a transaction fee when we buy or sell an investment for you. These transaction fees are in addition to our fees. You may also pay charges imposed by the broker-dealer for custodial fees, account maintenance fees, fees related to mutual funds and variable annuities, and other product-level fees.

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 additional information, please see our Form ADV Part 2A brochure Items 4, 5, 10, and 12, which is available online at:

<https://adviserinfo.sec.gov/firm/summary/164825>

- 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.

We recommend that you establish an account with a third-party independent custodian. We receive research products and services from the custodian to assist us in the performance of our investment decision-making responsibilities. These arrangements present a conflict of interest in that we have a financial incentive to recommend that you maintain your account with the custodian for the availability of these products and services and not solely on the nature, cost, or quality of custody and brokerage services provided by the custodian.

We maintain business relationships with multiple third parties. These relationships offer operational and back-office core service support including access to a network of service providers. Through the network of service providers, we may receive preferred pricing on trading technology, transition support, reporting, custody, brokerage, compliance, and other related consulting services. We believe this open architecture structure for operational services best serves the interests of our clients, this relationship presents certain conflicts of interest due to the fact that third parties are paid by us or our clients for the services referenced. We seek at all times to ensure that any material conflicts are addressed on a fully-disclosed basis and handled in a manner that is aligned with our clients' best interests. We may receive a portion of the fees charged by third parties depending on the platform selected. Because of this, we review such relationships, including the service providers engaged, on a periodic basis in an effort to ensure clients are receiving competitive rates in relation to the quality and scope of the services provided. Nevertheless, because the compensation our firm receives from selecting subadvisers is different, this creates a conflict of interest in recommending a subadviser.

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

For additional information, please see our Form ADV Part 2A brochure Items 5 and 12, which is available online at:

<https://adviserinfo.sec.gov/firm/summary/164825>.

How do your financial professionals make money?

Our financial professionals are compensated by a salary based on their duties and the revenue our firm earns from its investment advisory and/or financial planning and consulting services.

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

Yes, our financial professionals do have a legal or disciplinary history. No, our firm does not have a legal or disciplinary history. Visit 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 our services, you may visit the SEC's website at adviserinfo.sec.gov by searching CRD #164825. If you would like additional, up-to-date information or a copy of this disclosure, please contact our firm at (212) 273-0406.

- 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?

Exhibit 1

We changed the following sentences:

To the extent specifically requested by a client, we provide financial planning and/or consulting services on a stand-alone fee basis which is negotiable, but generally range from \$5,000 to \$50,000 on a fixed fee basis, depending upon the level and scope of the service(s) required and the professional(s) rendering the service(s). The fixed fees for Wife2CFO, Planning & Consulting are on a payment schedule – first installment (50%) is due at the time of signing. The remaining 50% is due in month 7 or at the completion of services provided if sooner. The Wife2CFO program fixed fee is within the above referenced range. The Wife2CFO 8-week program costs \$1,999 while the Flex program costs \$950, and payment is due prior to commencement of services.

To:

To the extent specifically requested by a client, Source *may* determine to provide financial planning and/or consulting services (including investment and non-investment related matters, including estate planning, insurance planning, etc.) on a stand-alone **separate** fee basis. Source's planning and consulting fees are negotiable, but generally range from \$5,000 to \$50,000 on a fixed fee basis, depending upon the level and scope of the service(s) required and the professional(s) rendering the service(s). The Wife2CFO **and genU** program's fixed fee is within the above referenced range. The fixed fees for Wife2CFO, **genU**, planning, **and/or** consulting are on a payment schedule – first installment (50%) is due at the time of signing. The remaining 50% is due in month 7 or at the completion of services provided if sooner. The Wife2CFO 8-week and Flex programs cost \$1,999 and \$950 respectively, and payment is due prior to commencement of services.

We removed the following paragraph:

We have entered into an agreement with a Dynasty affiliate to sell, via a note, an agreed percentage of the revenue generated by us and in return receive a fixed amount of funds payable over an agreed time frame. Such funds may be used for business transition expenses and other costs associated with launching operations and for business expansion. We are not obligated to enter into such a note in order to obtain other services from Dynasty, however, such notes are only made available for advisors who remain members of the Dynasty network of registered investment advisers. The notes are subject to standard underwriting practices by Dynasty and are based on commercially reasonable terms.

We added the following sentence:

We also offer a personalized, concierge service, generationU ("genU") that assists and educates young adults who are expecting to inherit significant wealth and is typically completed within 4-6 months.