

## **Item 1 – Introduction**

Turloff Financial Consulting, Inc. (“Turloff”, “we” or “us”) is registered with the Securities and Exchange Commission (“SEC”) as a Registered Investment Adviser (“RIA”). As an RIA, our services and compensation structure differ from that of a registered broker-dealer, and it is important for you to understand the differences. Free and simple tools are available to research firms and financial professionals at [WWW.Investor.gov/CRS](http://WWW.Investor.gov/CRS). The site 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?*

We provide investment advisory services, including discretionary asset management and financial planning and consulting services to individuals, high net worth individuals, trusts, and estates (our “retail investors”).

When a retail investor engages us to provide discretionary asset management services, we shall monitor, on an ongoing basis, the investments in the accounts over which we have trading authority. Our discretionary authority means that we can trade in securities, in the retail investor’s name, through a limited power of attorney. We can also provide non-discretionary investment recommendations, in which the retail investor makes the ultimate decision regarding the purchase or sale of investments. In either case, our investment authority over your account(s) shall continue until our engagement is terminated.

Our asset management services can also include financial planning and consulting services. Financial planning and consulting services can also be provided on a standalone basis. When we provide financial planning and consulting services, we rely upon the information provided by the client and do not verify or monitor any such information while providing these services. Our financial planning and consulting services are completed upon the communication of our recommendations to the retail investor.

We do not limit the scope of our investment advisory services to proprietary products or a limited group or type of investment. We generally require a minimum quarterly fee of \$750 for asset management services, which may be waived or reduced at our sole discretion. We generally do not require a minimum account size.

**Additional Information:** For more detailed information about our *Advisory Business* and the *Types of Clients* we generally service, please see Items 4 and 7, respectively in our Form ADV Part 2A

### **Conversation Starters:**

*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?*

We provide our investment advisory services on a fee-only basis. When engaged to provide asset management services, we charge a fee calculated as a percentage of your assets under our management (our “AUM Fee”). Our annual tiered AUM Fee is generally 0.60% on the first \$500,000 of assets placed under our management and 0.30% on any amount exceeding \$500,000. We typically deduct our AUM Fee from one or more of your investment accounts, in arrears, on a quarterly basis. Because our AUM Fee is calculated as a percentage of your assets under management, the more assets you have in your advisory account, the more you will pay us for our asset management services. Therefore, we could have an incentive to encourage you to increase the assets maintained in accounts we manage. We attempt to avoid this conflict of interest by always putting our clients’ interests first, which can result in circumstances where we suggest that certain persons not retain our services or that clients reduce the amount of assets under our management.

Our financial planning and consulting services are generally provided inclusive of our AUM Fee. When provided on a standalone basis, financial planning and consulting fees are generally assessed on either a fixed or hourly fee basis (generally \$250 per hour, subject to negotiation). The ultimate fee to be paid is based on the overall scope and complexity of the services to be provided.

**Other Fees and Costs:** Your investment assets will be held with a qualified custodian. Many custodians generally charge brokerage commissions and/or transaction fees for effecting certain securities transactions (for example, transaction and redemption fees may be charged for mutual fund transactions, commissions may be charged for individual equity and fixed income transactions). In addition, relative to mutual fund and exchange traded fund purchases, certain charges will be imposed at the fund level (e.g. management fees and other fund expenses).

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.

**Conversation Starters:**

*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?*

**Additional Information:** For more detailed information about our fees and costs related to our management of your account, please see Item 5 in our ADV Part 2A.

***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. As an example:

- \* We may recommend a particular custodian from whom we receive support services and/or products, certain of which assist us to better monitor and service your account.
- \* We may recommend rollovers out of employer-sponsored retirement plans and into Individual Retirement Accounts that we manage for an asset-based fee, which could have the effect of increasing our compensation.

**Conversation Starter:**

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

**Additional Information:** For more detailed information about our conflicts of interest, please review our Form ADV Part 2A.

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

Our financial professionals are generally compensated on a salary basis. Firm owners are also compensated through ownership distributions, based on the overall performance of the firm. You should discuss your financial professional's compensation directly with your financial professional.

**Item 4 – Disciplinary History**

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

No. We encourage you to visit [www.Investor.gov/CRS](http://www.Investor.gov/CRS) to research our firm and our financial professionals. Furthermore, we encourage you to ask your financial professional: *As a financial professional, do you have any disciplinary history? If so, for what type of conduct?*

**Item 5 – Additional Information**

Additional information about our firm is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You may contact our Chief Compliance Officer at any time to request a current copy of your ADV Part 2A or our *relationship summary*. Our Chief Compliance Officer may be reached by phone: (206) 842-1422.

**Conversation Starters:**

*Who is my primary contact person? Is he or she a representative of an investment adviser or broker-dealer? Who can I talk to if I have concerns about how this person is treating me?*