

Manchester Financial
March 25, 2024
FORM CRS

Manchester Financial is registered with the Securities and Exchange Commission as an investment adviser and, as such, we provide advisory services rather than brokerage services. Brokerage and investment advisory services and fees differ and it is important for you, our client, to understand the differences. Additionally, 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. This document is a summary of the services and fees we offer to "retail" investors, which are natural persons who seek or receive services primarily for personal, family, or household purposes.

What investment services and advice can you provide me?

We provide Financial Planning, Portfolio Management, Educational Seminars & Workshops and comprehensive Wealth Management using our trademarked Powered By Planning® process.

Account Monitoring: We have been monitoring client portfolios for over 30 years. When you open an investment account with us, as part of our standard service we monitor your model portfolio holdings daily and evaluate strategic adjustments as economic conditions change over time. If you engage our firm for Consulting Services, we will not monitor your investments unless specified in the agreement you sign with our firm.

Investment Authority: We manage investment accounts on a discretionary basis where we decide which investments to buy or sell for your account based on your goals. You may limit our discretionary authority (for example, limiting the types of securities that can be purchased) by providing our firm with your restrictions in writing. If we recommend a private investment, you are required to decide whether to buy or sell the private investment and you have an unrestricted right to decline to implement our recommendation.

Investment Offerings: We offer advice on many types of investments including the following: equities, ETFs, mutual funds, corporate debt, municipal debt, government debt, money market funds, real estate, structured notes, and private investments. We also provide advice on other investments as appropriate for your individualized needs.

Account Minimums and Requirements: We provide our services to clients with at least \$500,000 in assets under management, in aggregate. We can waive this minimum at our discretion.

Detailed information regarding our services, fees and other disclosures can be found in our Form ADV Part 2A Brochure, Items 4, 7, and 8 by clicking this link <https://adviserinfo.sec.gov/firm/brochure/106071>.

Key Questions to Ask Your Financial Professional

- **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?

The following summarizes the principal fees and costs associated with engaging our firm for investment advisory services.

- **Asset Based Fees** - We charge a quarterly fee payable in advance based on the value of assets we manage so our fee will increase or decrease depending on the portfolio's changing value. Since the fees we receive are based on the value of your portfolio, we have an incentive to increase your account value which creates a conflict.
- **Hourly Fees** - We charge hourly fees if you engage us for specialized consulting work. These fees are payable half up-front based on an estimate of the total hours required, with the balance due upon completion of services.

In addition to the fees described above, examples of the most common additional costs include (1) mutual fund and ETF internal investment costs, (2) transaction costs to buy and sell securities, and (3) custodian fees or account maintenance 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 detailed information regarding the fees and costs associated with engaging our firm for services, refer to our Form ADV Part 2A Brochure, Items 5 and 6 by clicking this link <https://adviserinfo.sec.gov/firm/brochure/106071>.

Key Questions to Ask Your Financial Professional

- **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.

- **Revenue Sharing:** If you elect to participate in certain private investments, we receive a portion of the sponsor's compensation on the investment only after the preferred return is paid to the investor. This presents a conflict in that we have a financial incentive to recommend certain private investments to you.
- **Third-Party Payments:** Financial professionals providing investment advice on behalf of our firm are licensed as independent insurance agents and our firm maintains an insurance license. These financial professionals and/or our firm earn commission-based compensation for insurance sales that is separate from our advisory fee. This presents a conflict because of the financial incentive to recommend insurance products to you.

Key Questions to Ask Your Financial Professional

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

Refer to our Form ADV Part 2A Brochure by clicking this link <https://adviserinfo.sec.gov/firm/brochure/106071> to help you understand what conflicts exist.

How do your financial professionals make money?

The financial professionals servicing your account are compensated through salary and bonus, which is based on firm revenue, client retention, new clients and client service. This creates a conflict of interest in that our financial professionals are incentivized to refer business to our firm.

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

Yes, while our firm has no disciplinary history to disclose, one or more financial professionals has a Form U4 disclosure that has since been resolved. Visit Investor.gov/CRS for a free and simple research tool.

Key Questions to Ask Your Financial Professional

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

You can find additional information about your investment advisory services and request a copy of the relationship summary at 805-495-4405 or click the link provided <https://adviserinfo.sec.gov/firm/brochure/106071>.

Key Questions to Ask Your Financial Professional

- **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?**