

The Strategic Financial Alliance, Inc. (SFA) is registered with the Securities and Exchange Commission (SEC) as a broker-dealer and an investment adviser. Brokerage and investment advisory services and fees differ, and it is important for you to understand these differences. Free and simple tools are available for you to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing. The Strategic Financial Alliance (SFA) is a member of FINRA / SIPC.

## What Investment Services and Advice Can You Provide Me?

Our firm offers retail investors, brokerage services, through its broker-dealer, and investment advisory services, through its registered investment adviser.

Broker-dealers buy and sell securities for investors and earn a per-transaction commission.

Registered investment advisers provide investment services for a fee.

In some cases, your SFA representative may not be affiliated with both the broker-dealer and the registered investment adviser and will only be able to offer you the services of one or the other.

SFA tries to disclose important information related to the products and services you may be purchasing. A summary of those disclosures is provided in the [Disclosures Summary](#).

### BROKER DEALER

Services include buying and selling securities such as stocks, bonds, mutual funds, exchange traded funds and options. You can also buy more complex products such as shares in real estate investment trusts, oil and gas partnerships and other investment products. Your representative can recommend products to you or they can accept orders for products selected by you without their input. SFA offers a variety of account types including retirement accounts such as IRAs.

Additional services, such as tracking the tax basis of your account or providing performance reports can be provided for an additional fee. These reports are for informational purposes and do not constitute ongoing monitoring. Ongoing monitoring of accounts is not included.

Representatives are not permitted to buy and sell securities at their own discretion. Representatives can make recommendations; however, you make the ultimate decision to buy or sell securities. If you prefer to have account monitoring and/or to assign trading discretion, you should discuss the benefits of an advisory account with your representative.

SFA has no proprietary products at this time. Product selection may be limited by restrictions in place at SFA's Custodian, Pershing, LLC.

There is no minimum account size; however, it may not be cost effective for you to maintain an account with a very low balance.

### INVESTMENT ADVISER

Advisory services include portfolio management programs, selection of and referral to third party asset management programs, financial planning, financial consulting, and lectures and seminars. A detailed description of each service is available in the [SFA Form ADV Part 2A Disclosure Brochure](#) ("Brochure").

Account management services generally include some level of ongoing monitoring of accounts. Planning and consulting services will generally not include ongoing monitoring unless specifically included in the planning or consulting agreement.

You may choose to allow your representative to manage your accounts on a discretionary or non-discretionary basis. Your written consent is required to designate your account as discretionary. Discretion is the authority to trade your account, without obtaining your prior consent, to select the securities and the amount of securities to be bought or sold, and the timing of the trades. Discretion applies only to executing buys and sells. Your representative will never have the right to withdraw or move money or securities from your account without specific instructions from you, usually in writing.

These services are offered for a fee which will vary in nature and in cost based on the services being offered. Account minimums are determined based on the type of account and services being offered. Please refer back to the [Brochure](#) for the details of each program.

### Consider asking the following questions:

- ? Given my financial situation, should I choose an investment advisory service? Should I choose a brokerage service? Should I choose both types of services? 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?

## BROKER DEALER

SFA charges a fee for transactions. The fee may be charged as a commission (a charge in addition to the cost of the transaction) or a mark-up or concession (a fee included in the price of the security).

The fees vary by product and are fully disclosed in the corresponding offering documents or trade confirmation. The amount you pay will depend on the amount you buy and sell, what type of investments you buy and sell (more complex investments generally have higher costs), and what type of account you have.

You will pay more fees, and SFA and your representative will earn more, the more you trade your account. This may create an incentive to encourage you to trade more frequently.

Based on the activities in your specific brokerage account, you may incur fees in addition to transaction fees. These include service fees, transaction-related fees and account maintenance fees. You may incur certain charges imposed by custodians, brokers, securities exchanges, custodial fees, deferred sales charges, surrender charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund transfer fees, termination fees for qualified plans and other fees and taxes on brokerage accounts and securities transactions.

Mutual funds, variable annuities, and exchange traded funds also charge internal management fees, which are disclosed in the product prospectus. SFA does not earn income from fees except as disclosed above and on the [Revenue Sharing and Conflict of Interest Summary](#) document. The additional fees imposed by funds and variable annuities will reduce the value of your investment over time.

Pershing LLC (Pershing) provides SFA with account, transaction execution, and custodial services. Pershing and SFA earn a portion of the fees assessed for money market services and margin loan services. These fees and charges apply only to accounts held at Pershing.

## INVESTMENT ADVISER

Generally, you pay for account management services by paying an annual fee calculated as a percentage of the value of your account. For financial planning and financial consulting, you pay a fixed or hourly amount negotiated between you and your representative.

There are two main types of managed accounts: inclusive or “wrap” accounts and non-inclusive accounts. An inclusive account wraps all of the transaction fees into a single asset-based fee, while a non-inclusive account charges an asset-based fee plus transaction fees for each trade. In general, all-inclusive accounts are charged a higher asset-based fee, therefore, deciding which type of account is best for you will most likely be based on the number of transactions you expect to make.

Accounts that charge an asset-based fee usually include most or all of the additional fees for transactions and custodian services, therefore these accounts generally cost more than accounts that do not include these services. Fees for managed accounts depend, in part, on how the account is managed.

Other managed account fees may include account maintenance fees, strategist fees, and administration fees. These vary according to the type of advisory program you choose.

Additionally, many of these programs use stocks, mutual funds, ETF and other securities. Account maintenance costs, trading costs, custodial cost and other expenses internal to the security or at the account level, may be assessed by the custodian or the fund managers. Many of these fees will be an additional cost to you.

The more assets in asset-based fee accounts, the more SFA and the representative will earn, so it is in the representative’s interest to manage as much of your assets as possible.

More information about the Fees and Compensation for advisory services can be found in the [Brochure](#).

## What fees will I pay?

You will pay fees and other 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 the fees and costs you are paying.

### Consider asking the following question:

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 providing recommendations as my broker-dealer or when acting as my investment adviser?

How else does your firm make money and what conflicts of interest do you have?

When we provide you with a recommendation as your broker-dealer or 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 recommendations and the investment advice we provide you.

Here are some examples to help you understand what this means.

### BROKER DEALER

Because fees are charged per-transaction, SFA and your representative earn more the more often you buy or sell securities. SFA contracts with Pershing to provide transaction execution and custody services. Pershing assesses fees for services directly to SFA clients. In some cases, SFA receives a portion of those fees, which helps defray the costs of providing those services. Please see [Revenue Sharing and Conflict of Interest Summary](#) for additional information.

Certain security types, like mutual funds, have commissions fixed by the prospectus that cannot be discounted. When your representative recommends one of these securities, he/she may benefit from a higher commission than on certain other products.

#### Consider asking the following question:

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

These represent the types of potential conflicts of interest representatives and firms face every day. Our regulators require, and SFA is committed to, making recommendations in your best interest rather than maximizing income at your expense.

For additional information regarding conflicts of interest (potential or real), see SFA's [Revenue Sharing and Conflict of Interest Summary](#).

### INVESTMENT ADVISER

When your representative recommends a managed account, he/she will benefit by earning the management fee. When your representative manages the account, he/she may earn more of the management fee than if he/she recommended an account managed by an outside firm. Since these accounts are assessed asset-based fees, your representative will earn more as your account grows. It is in your representative's interest to manage as much of your assets as possible.

Because SFA absorbs the trading and incidental costs in the all-inclusive managed accounts, SFA pays less if fewer trades are made in those accounts. Since SFA does not pay the cost of transactions and, in some cases, earns a portion of the trade costs in the non-inclusive accounts, SFA can benefit from making more transactions in the non-inclusive accounts.

Certain third-party asset managers provide marketing support to SFA and your representative for meetings and other functions. They may also provide software and other tools to assist your representative in providing services to you. Also, certain third-party asset managers share a portion of their revenues with SFA based on the assets co-managed and/or referred by SFA. This additional compensation is not shared directly with representatives but can indirectly benefit them when SFA offers conferences and education with this compensation.



## How do your financial professionals make money?

Representatives can receive support from product sponsors such as assistance with marketing and client education, this may include software and other tools.

Most fees and commissions (except when the commission is fixed by the product sponsor) are negotiable. You should discuss the time and complexity of the services required to achieve your goals with your representative and negotiate the price accordingly.

### BROKER DEALER

Representatives earn a portion of the commissions (mark-ups or concessions) charged on transactions. Generally, representatives earn a higher commission on more complex products, such as REITs and Partnerships. This may incentivize your representative to recommend these products over other products.

When a representative conducts due diligence on specific investments, the product sponsor can pay for reasonable costs of travel to visit the sponsor and/or site of the investment. Therefore, they may be incentivized to sell more of the product of those sponsors and less of other sponsors.

### INVESTMENT ADVISER

Representatives earn a portion of the fees charged for the services provided. When you pay asset-based fees your representative has an incentive to manage as much of your assets as possible.

The complexity and time required to meet your planning and consulting needs will affect the fee charged for services.

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

Yes, The Strategic Financial Alliance, Inc, and certain representatives have disclosable disciplinary history which can be found at <https://brokercheck.finra.org/> by entering the name of the representative and/or the name of the firm. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS).

### Consider asking the following questions:

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

## Additional Information

You can find additional information about SFA and your representative at <https://brokercheck.finra.org/>. In addition, you can find a copy of this relationship summary and additional disclosures related to our services under [Disclosures](#) on the SFA website.

To request a copy of the relationship summary you may call SFA at 678-954-4000.

### Consider asking the following questions:

- ? 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?

