

**Customer Relationship Summary (CRS)**  
**Charleston Financial Advisors, LLC – February 21, 2024**

**Item 1. Introduction**

**Charleston Financial Advisors, LLC** is an investment adviser registered with the United States Securities and Exchange Commission (“SEC”). Brokerage and investment advisory services and fees differ, and it is important for you, the 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.

**Item 2. Relationships and Services**

[“What investment services and advice can you provide me?”](#)

**Description of Services:** We offer investment advisory services to retail investors, utilizing publicly traded mutual funds and exchange-traded funds for most portfolios. As standard services, we will discuss your goals, and design a strategy to achieve your investment objectives. As an asset management client, you allow us to buy and sell investments in your account without asking you in advance (a *discretionary* account). We regularly monitor your account and provide access to ongoing reporting on your portfolio.

There is a no minimum asset or income requirement to work with us; however, there is a minimum annual fee of \$1000 per year, which may be negotiable. Advisory services often include comprehensive financial planning. Services can be limited to financial planning only; we recommend investments and you decide when and where to buy and sell investment recommendations (a *non-discretionary* account).

We work with clients on a fee-only basis, meaning we do not use products involving third party arrangements such as: commissions, wrap fees, proprietary funds, revenue sharing or mutual fund service fees. We work with clients as *fiduciaries*, meaning our only loyalty is to our clients – not to a third party, like a brokerage firm or mutual fund company.

**For additional information**, please see our [Form ADV, Part 2A](#) brochure, specifically Items 4 and 7. You can also learn more on our website:

Financial Planning services: <https://www.charlestonfinancial.net/financial-planning>  
Investment Management services: <https://www.charlestonfinancial.net/investment-management>

**Conversation Starters: Ask us the following 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, Conflicts, and Standard of Conduct**

[“What fees will I pay?”](#)

- **Asset Management fees** are paid quarterly in advance. The fees are based on a percentage of the value of your portfolio or on a flat fee agreed upon in advance. Generally, as the value of your account increases, the fee percentage decreases. Generally, the fees you pay will be calculated based on a percentage of asset under management and charged according to the following fee schedule:

<b>Assets Under Management</b>	<b>Fee per Calendar Quarter</b>
Up to \$500,000	.25% or (\$250 minimum)
\$500,001 to \$1,500,000	.225%

\$1,500,001 to \$3,000,000	.200%
\$3,000,001 to \$5,000,000	.175%
\$5,000,001 to \$7,500,000	.150%
Above \$7,500,001+	.125%

- **Financial Planning fees:** *Plan Fee* is a fixed amount for a comprehensive plan; *Project Fee* for a plan with limited scope; or *Hourly Fee* based upon time expended. We give personalized information on the fees and costs that you will pay before you pay them. We will ask for a deposit at the beginning of the engagement and the balance upon completion. Hourly financial planning fees can range anywhere from \$100 to \$400 per hour depending on the complexity of the case and the staff member providing the services.
- In general, our fees are negotiable. Please note, you may also be charged fees that are separate from our fees and may be charged directly or indirectly to you. The most common are custodian trading fees and mutual fund expenses.
- **Please make sure you understand what fees and costs you are paying. 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.**

*For more information*, please see [Form ADV, Part 2A](#) brochure, Item 5. Our fee schedule is also on our website at <https://www.charlestonfinancial.net/fee-schedule>

**Conversation Starter:** Ask us -- “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 are obligated 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 is an example to help you understand what this means:

- We are paid based on the value of your account, we have an incentive to manage more of your money.

*For additional information*, please see our [Form ADV, Part 2A](#) brochure, specifically Item 4.

**Conversation Starter:** Ask us. -- “How might your conflicts of interest affect me, and how will you address them?”

[“How do your financial professionals make money?”](#)

All staff are salaried. Owners share in any profits. Staff compensation is **not** based upon assets serviced, time and complexity of client needs, products used, or revenue generated from services or recommendations.

#### Item 4. **Disciplinary History**

[“Do you or your financial professionals have legal or disciplinary history?”](#)

No, the firm and/or its financial professionals do not have a reported disclosure. Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research your financial professionals.

**Conversation Starter:** Ask us --“As a financial professional, do you have any disciplinary history? or what type of conduct?”

#### Item 5. **Additional Information**

For additional information on our investment advisory services and to request a copy of the relationship summary, go to IAPD at <https://adviserinfo.sec.gov/firm/summary/137536>. For up to date information about our services, request a copy of this document from our Chief Compliance Officer, Diane Blackwelder, at [diane@charlestonfinancial.net](mailto:diane@charlestonfinancial.net), or Telephone 843-722-3331.

**Conversation Starters:** Ask us -- “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?”

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**Exhibit 1 – Material Changes**

This copy of the Customer Relationship Summary was updated on February 21, 2024. The designation of Chief Compliance Officer was updated in Item 5.