

Form ADV Part 3: Relationship Summary Cambridge Financial Advisors, LLC

Introduction

Cambridge Financial Advisors, LLC (“CFA” or “we”) is an investment adviser registered with the U.S. Securities and Exchange Commission. We offer our clients investment advisory services. Clients should understand that the services we provide and fees we charge are different than those of a broker-dealer, and that it is important to understand the difference between the two. Free and simple tools are available to research firms and financial professional at <https://www.investor.gov/CRS>, which also provides educational materials about investment advisers, broker-dealers and investing.

What Investment Services and Advice Can You Provide Me?

Description of Services: CFA offers investment advisory services to retail investors. Our investment advisory services include Financial Planning Services under a Standard Full-Service engagement or a Project or Limited engagement.

Standard Full-Service Agreement: We provide comprehensive financial planning services which involves us identifying, discussing and documenting your goals and making recommendations uniquely tailored to each client and their current situation. As part of this process, we will provide detailed investment advice and specific recommendations to be implemented at your discretion. Certain management and planning services are offered during the client’s Initial Year and Renewal Years. The management services included under this Agreement are provided on a **non-discretionary** basis, meaning CFA will be required to contact you prior to implementing any trades in your account. We will continuously monitor your account when providing management services and contact you at least annually to discuss your portfolio. See **Item 4** and **Item 16** of **ADV Part 2A** for more information.

Project or Limited Agreement: We provide limited financial planning services which typically focuses on one specific topic with a carefully defined scope and may include one or more client consultations as well as written or oral recommendations resulting from the consultations. These services may or may not include the development of a financial plan. Services are terminated following the completion of a project. See **Item 4** of **ADV Part 2A** for more information.

Retirement Plan Participant Advice: If your retirement plan utilizes our Retirement Plan Participant Advice Service, we are available at your request to provide one-on-one advice to you as a retirement plan participant regarding your investment options under the plan.

Limited Investment Offerings: We do not primarily recommend one type of security to clients. Instead, we recommend investment portfolios designed to be suitable for each client relative to that client’s specific circumstances and needs. However, we are limited in investment selection in that we can only invest your account in securities which are available on your custodian/broker-dealer’s platform. When providing you services, we do not recommend or offer advice on any proprietary products.

Account & Fee Minimums: There are no minimum investment amounts or conditions required for establishing an account or relationship CFA.

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?*

What Fees Will I Pay?

Description of Principal Fees & Costs: The annual fee for our *Standard Full-Service* financial planning ranges between \$2,000 and \$23,000 for the Initial year, with 25% of the annual fee due at execution of the agreement and the balance due in equal quarterly payments in advance thereafter. For the Renewal years (2 years and beyond), typically the annual fee is 60%-90% of the first-year fee. The fee is agreed to at the time of renewal and specified in the CFA service agreement. The annual fee for our *Project or Limited* financial planning is provided under an hourly fee arrangement or a pre-negotiated fixed fee. The hourly fee ranges between \$75 and \$350. Hourly fees are billed on a monthly basis with the final bill due upon completion of the project. For the fixed fee, generally 25% of the annual fee is due at execution of the agreement with the balance in equal quarterly payments in advance thereafter. A written financial plan can be included under this arrangement for a flat fee ranging between \$500 and \$9,500. When engaging us for services, you will also incur other fees and expenses. The broker-

dealer/custodian on your account will charge you transaction fees for executing trades in your account. You will also be charged internal fees and expenses by the funds we invest in within your account.

Fees for our Standard Full-Services and Project or Limited Services are negotiable based on your total income, assets, the overall complexity of your financial situation, the experience of the adviser, risk to the firm, complexity, value of advice to include the type of advice, the client's financial circumstances, the client's risk aversion, the number of services selected, and with consideration for long standing clients of the firm and friends/family members.

Additional Information: 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 more information about the fees we charge and the other fees and expenses you will incur, please see **Item 5 of Form ADV Part 2A**.

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?*

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?

Standard of Conduct: 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. 1) When we provide management services, we recommend that you establish an account with Charles Schwab & Co., Inc. or Vanguard to maintain custody of your assets and to effect trades for your account. Our recommendation is not based solely on your interest of receiving the best execution possible. We also recommend these custodians because they provide us with research, products and tools that help us manage and further develop our business operations, and we do not have to pay for such benefits. 2) We manage our own personal accounts while at the same time managing your accounts and other client accounts. This creates different conflicts of interest for which we have developed procedures to mitigate and control for those conflicts.

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

Additional Information: For more information about our conflicts of interests and the ways we are compensated, please see **Item 5, 10, 11 and 12 of Form ADV Part 2A**.

How Do Your Financial Professionals Make Money?

Description of Salary/Payment of IARs: We compensate our investment adviser representatives based on the revenue each generates less their business expenses. This compensation is based on a client's total income and assets and complexity of the financial situation.

Do You or Your Financial Professionals Have Legal or Disciplinary History?

No. Neither us, nor our investment adviser representatives have a legal or disciplinary history to report. You can look up more information about us and our investment adviser representatives at <https://www.investor.gov/CRS>.

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

Additional Information About CFA

Additional information about us and a copy of this relationship summary are available on the Internet at <http://www.cambridgefinancialadvisors.com>. You can also find our disclosure brochures and other information about us at <https://adviserinfo.sec.gov/firm/summary/118314>. If you have any questions or want an up-to-date copy of this relationship summary, we can be reached by phone at 719-539-1040.

Conversation Starters: *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?*