

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.

Your representative is only affiliated with SFA's broker-dealer; therefore, you are receiving information related to broker-dealer services only. If you would like information about other services available through SFA you may see a copy of the dual Form CRS at thesfa.net/disclosures or by asking your representative to provide you with a copy.

Your representative may offer investment advisory services through an investment adviser unaffiliated with SFA. He/she will provide you the appropriate disclosures for that entity.

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](https://thesfa.net/disclosures) at thesfa.net/disclosures

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, which also provides educational materials about broker-dealers, investment advisers, and investing. The Strategic Financial Alliance (SFA) is a member of FINRA / SIPC.

What fees will I pay?

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 generally not a service of the broker-dealer service.

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 in your account. 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.

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.

SFA charges a fee for transactions. This fee may be 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).

Fees vary by product and are fully disclosed in the corresponding offering documents or trade confirmation. The amount you pay depends on the amount and 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 at thesfa.net/disclosures under [Revenue Sharing and Conflict of Interest Summary](https://thesfa.net/disclosures) document found at thesfa.net/disclosures. 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 Pershing accounts.

Consider asking the following questions:

- ? Given my financial situation, should I choose a brokerage service? Why or why not?
- ? How will you choose investments to recommend me?
- ? What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?

Consider asking the following questions:

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?

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

Consider asking the following question:

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

How do your financial professionals make money?

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

Additional Information

When we provide you with a recommendation, 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 we provide you. Here are some examples to help you understand what this means.

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. (A list of such charges can be found at thesfa.net/disclosures under [Revenue Sharing and Conflict of Interest Summary](#)).

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

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. Representatives can receive support from product sponsors such as assistance with marketing and client education, this may include software and other tools. Therefore, they may be incentivized to sell more of the product of those sponsors and less of other sponsors.

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.

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](#) at thesfa.net/disclosures.

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.

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

Consider asking the following questions:

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

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?

