

## Relationship Summary

### **Introduction**

Royal Oak Financial Advisors, LLC is registered with the Securities and Exchange Commission as an investment adviser. Brokerage and investment advisory services and fees differ, and it is important for retail investors to understand the differences. Free and simple tools are available to research firms and financial professionals at Investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.

### **Relationships and Services**

#### ***What investment services and advice can you provide me?***

We offer investment advisory services to retail investors. Our investment advisory services include creating a written financial plan and managing the client's portfolio for one fee. We start our relationship with each client by evaluating his or her financial situation, goals, and risk tolerance and identifying goals, objectives, financial problems, and potential solutions. We use this information to create a financial plan for the client and to create an individualized portfolio based on a combination of our model portfolios. We regularly monitor each client's portfolio and adjust it as necessary based on the stock market and world events. Our investment advisory services are provided on a discretionary basis, which means that we may select the security, the amount, and the time of purchase or sale in the client's account with the client's prior approval; we may also place each such trade without the client's prior approval. We also provide retirement plan consulting to participants in retirement plans.

We also offer financial planning and retirement plan monitoring services to our clients. These services include creating a written financial plan for the client and monitoring the client's employer-sponsored retirement plan on an ongoing basis. We start our relationship with each client by evaluating his or her financial situation, goals, and risk tolerance and identifying goals, objectives, financial problems, and potential solutions. We use this information to create a written financial plan for the client, which we update as needed. We will also review the client's retirement plan's available investment options and make an asset allocation recommendation to the client.

We do not require a minimum account size for our clients.

#### ***Additional Information:***

You can find more detailed information about the services we offer in Items 4 and 7 of our Firm Brochure.

#### ***Conversation Starters:***

1. "Given my financial situation, should I choose an investment advisory service? Why or why not?"
2. "How will you choose investments to recommend to me?"
3. "What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?"

### **Fees, Costs, Conflicts, and Standard of Conduct**

#### ***What fees will I pay?***

For our portfolio management and retirement plan consulting services, we charge a fee based on a percentage of assets under management in the client's account. We bill quarterly in advance according to the following schedule:

Account Value:

\$0 - \$1,000,000

\$1,000,001 and above

Annual Management Fee:

Up to 2.00%

Up to 1.25%

Our management fee does not include brokerage commissions, transaction fees, or other related costs and expenses that are normally incurred by the client.

For our financial planning and retirement monitoring services, we charge a monthly fee ranging from \$50 to \$150, depending on the nature and complexity of the client's individual circumstances. We charge the fee at the beginning of each month in advance.

**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. You can find more detailed information about our fees and costs in Item 5 of our Firm Brochure.

**Conversation Starter:**

"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:*

- a) The firm's owners and associates are independent insurance agents, and they receive commissions from the sale of insurance products that are separate from the firm's fees. This creates a financial incentive for our owners and associates to recommend and sell insurance products to our clients.
- b) Two of the firm's owners are also owners and investment adviser representatives of Alpha Asset Advisors, LLC ("Alpha"). Through Alpha, they may offer other investment advisory services to the firm's clients for a fee. This creates a conflict of interest because the fees charged by Alpha are separate from our firm's fees.
- c) We may recommend that the client rollover a retirement account for us to manage. This creates a conflict of interest because we charge a fee for our services.

**Additional Information:**

You can find more detailed information about our conflicts of interest in Item 10 of our Firm Brochure.

**Conversation Starter:**

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

***How do your financial professionals make money?***

Our financial professionals are compensated on a salaried basis, an hourly basis or a percentage of revenue for their personal books of business.

**Disciplinary History**

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

Yes. Our financial professional, Brian Branch (CRD# 5087618) has a disciplinary history.

**Additional Information:**

Visit Investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

**Conversation Starter:**

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

**Additional Information**

***You can find additional information about our investment advisory services and request a copy of our relationship summary using one of the following:***

Website: [www.royaloakfinancialadvisors.com](http://www.royaloakfinancialadvisors.com)

Address: 1709 Crooks Road, Royal Oak, MI 48067

Email: [paul@royaloakfinancialadvisors.com](mailto:paul@royaloakfinancialadvisors.com)

Telephone: (248) 709-6134

**Conversation Starter:**

"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?"

**Summary of Material Changes to Royal Oak Advisors, LLC Client Relationship Summary:**

Our client relationship summary dated March 11, 2022 has been updated to include conflicts of interest relating to retirement rollovers. On April 22, 2022, the disciplinary section was updated.