



## Form ADV Part 3 – Client Relationship Summary

Date: 3/27/2025

SwitchPoint Financial Planning is an investment adviser registered with the Securities and Exchange Commission offering advisory accounts and services. Brokerage and investment advisory services and fees differ, and it is important that you understand the differences. This document gives you a summary of the types of services and fees we offer. Please visit [Investor.gov/CRS](https://www.investor.gov/crs) for free, simple tools to research firms and financial professionals, as well as educational materials about broker-dealers, investment advisers, and investing.

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

We offer investment advisory services to retail investors including individuals, high net worth individuals, pension and profit sharing plans, and corporations or business entities. Our services include Comprehensive Financial Planning, Investment Management Services, & Retirement Plan Consulting. We do not utilize or offer proprietary products or a limited menu of products or types of investments.

**Monitoring:** Under our investment management services, your investment accounts will be monitored on an ongoing basis and account reviews will be done at least annually. We will provide advice to you regarding the investments and allocation of your accounts to ensure they are positioned appropriately based on your goals and objectives.

If you are only engaging our firm in financial planning services, we will work with you to review your held away investment accounts that we provide advice to you on but will not be monitoring or reviewing those held away investment account, unless otherwise agreed upon as part of your financial planning agreement.

**Investment Authority:** Through our Investment Management Services, we maintain **discretionary authority** with respect to the purchase and sale of securities in your accounts managed by our firm. We do not require your prior authorization before placing trades in your account(s).

**Account Minimums:** There are no requirements for retail investors to open or maintain an account or establish a relationship.

For **Additional Information** regarding the services we make available to you, please review Item 4 of our Form ADV Part 2A.

*Questions to ask us: 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?

The amount of fees you pay our firm and the frequency in which you are billed depends on the services being provided. For Comprehensive Financial Planning and Investment Management, we generally charge an initial fee for development and delivery of a financial plan and then a flat annual fee paid quarterly in-advance for the ongoing implementation and advice provided on that plan. For Hourly Planning, each additional hour (or portion therefore) we spend working for you would increase the advisory fee. For Financial Planning Projects, our fee is based on the amount of work we expect to perform for you, so material changes in that amount of work will affect the advisory fee we quote you. For Investment Management Only, the fee is based on a percentage of your managed account value. Therefore, the more assets there are in your advisory account, the more you will pay in

fees, and we therefore have an incentive to encourage you to increase the assets in your account. This is a conflict of interest. However, we mitigate this by ensuring all recommendations and investment decisions we make are in your best interest.

Some investments (e.g., mutual funds, variable annuities, etc.) impose additional fees (e.g., transactional fees and product-level fees) that reduce the value of your investment over time. The same goes for any additional fees you pay to a custodian. Additionally, you will pay transaction fees, if applicable, when we buy or sell an investment for your account.

**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.**

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 is an example to help you understand what this means.

One potential conflict is the benefit received by recommending preferred custodians such as Schwab Advisor Services due to the potential of receiving participation in programs typically not available to retail investors, which are referred to as soft-dollar benefits. For **Additional Information** regarding these soft-dollar benefits, please review Item 12 of our Form ADV Part 2A.

How do your financial professionals make money?

Our financial professionals are compensated on a salary basis and are not paid commissions or other compensation based on the amount of business generated from their work.

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

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

No. You can visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research our financial professionals.

*Questions to ask us: As a financial professional do you have any disciplinary history? For what type of conduct*

Additional Information

**For additional information** about our services, visit our website [www.switchpointfinancial.com](http://www.switchpointfinancial.com). If you would like additional, up-to-date information or a copy of this disclosure, please call 801.753.8538

*Questions to 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?*