

Item 1 – Introduction: Is an investment advisory account right for you?

Waypoints Financial, LLC is registered with the Securities and Exchange Commission as an investment adviser. Please be aware that brokerage and investment advisory services and fees differ and that it is important for you 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 – What investment services and advice can you provide me?

We offer investment advisory services to retail investors. Our principal services include portfolio management and financial planning. Our firm offers a wrap fee program, the Waypoints Wrap Fee Program, whereby our firm manages Client accounts for a single, bundled fee that includes portfolio management services, custodial services, and transaction costs. As part of our standard portfolio management services, we provide continuous and regular supervisory and/or management services with respect to your account(s). Our portfolio management services are offered on a discretionary basis. Discretionary authorization allows us to determine the specific securities, and the number of securities, to be purchased or sold for your account without your approval prior to each transaction. We do not limit our advice to proprietary products, or a limited menu of products or types of investments. We do not require a minimum investment to establish an advisory relationship.

Our financial plans cover various topics such as Cash Flow Analysis, Tax Analysis and Planning, Retirement Analysis, Portfolio Analysis/Investment Planning, Insurance Analysis, Education Savings Analysis, and Estate Analysis. We do not monitor the investments made as a result of a financial plan unless you have hired us for portfolio management services.

For additional information, please refer to Items 4, 7, & 13 of our Form ADV Part 2A and Items 4 and 5 of Form ADV Part 2A Appendix 1 at the following link: <https://adviserinfo.sec.gov/firm/summary/157494>

Conversation Starters. Ask your financial professional—

- ❖ *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 – What fees will I pay?

We are primarily compensated by a percentage of assets under our management, hourly fees and fixed fees. Our fees vary depending on the services you receive. Portfolio management fees are based upon a percentage of your assets under our management. The annual fee for the Waypoints Wrap Fee Program is payable monthly, in arrears, and is calculated based on the value of portfolio assets of the account managed by the firm as of the 15th of the month. For new accounts, the fee will be prorated from the account opening to the 15th of the month. The more assets there are in your advisory account, the more you will pay in fees. Therefore, we have an incentive to encourage you to increase the assets in your account. Asset-based fees associated with our wrap fee program will include most transaction costs and fees that we pay to a broker-dealer that has custody of these assets, and therefore may be higher than a typical asset-based advisory fees charged by other firms that do not sponsor a wrap fee program.

When we provide standalone financial planning services, we charge a fixed fee or an hourly fee. Fixed fee-based clients are billed one-half on signing of the agreement and the balance when the project is completed. Hourly fee-based clients are billed upon completion of work performed.

Our fees are negotiable based on the complexity of client goals and objectives and level of services rendered.

For additional information regarding our fees, please see Item 5 of our Form ADV Part 2A and Item 4 of Form ADV Part 2A Appendix 1 at the following link: <https://adviserinfo.sec.gov/firm/summary/157494>.

Description of Other Fees and Costs: The fees that you pay to our firm for investment advisory services are separate and distinct from the fees and expenses charged by investment companies (e.g., mutual funds, exchange traded funds, unit investment trusts and variable annuities). These fees are described in each fund's prospectus. These fees will generally include a management fee and other fund expenses. The Waypoints Wrap Fee Program fees do not include mark-ups and mark-downs, dealer spreads or other costs associated with the purchase or sale of securities, interest, taxes, or other costs, such as national securities exchange fees, charges for transactions not executed through Charles Schwab & Co., Inc. ("Schwab"), costs associated with exchanging currencies, wire transfer fees, or other fees required by law or imposed by third parties. The

Account will be responsible for these additional fees and expenses. **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 additional information, please refer to Item 5 of Form ADV Part 2A and Item 4 of Form ADV Part 2A Appendix 1 at the following link: <https://adviserinfo.sec.gov/firm/summary/157494>.

Conversation Starter. Ask your financial professional—

- ❖ *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. All investment advisers face conflicts of interest which are inherent in the business. Our primary source of compensation is through asset-based fees. Therefore, we are incentivized to acquire new clients and to increase assets under management. We engage in other business activities, such as insurance sales; and, we have relationships with third party service providers, including other financial institutions such as Schwab, which results in inherent conflicts of interest.

Conversation Starter. Ask your financial professional—

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

Please refer to our Form ADV Part 2A and Form ADV Part 2A Appendix 1 for further information on our conflicts of interest and how we address them at the following link: <https://adviserinfo.sec.gov/firm/summary/157494>.

How do your financial professionals make money?

Our financial professionals receive salary-based compensation, a percentage of advisory billings and/or bonuses based on the amount of client assets they bring to our firm. Therefore, our financial professionals have an incentive to encourage you to increase the assets in your account. Financial professionals who have an ownership interest in the firm will also receive additional compensation in the form of distributions.

Our financial professionals are also insurance agents. This creates a conflict of interest because these persons will receive additional commission-based compensation in connection with the sale of insurance products. You are not required to purchase insurance from our financial professionals.

Item 4 – Do you or your financial professionals have legal or disciplinary history?

Yes.

For a free, simple search tool to research us and our financial professionals please visit [Investor.gov/CRS](https://investor.gov/CRS).

Conversation Starter. Ask your financial professional—

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

Item 5 – Additional Information

For additional information about our advisory services, please refer to our Form ADV Part 2 brochure available at <https://adviserinfo.sec.gov/firm/summary/318641>, and the individual Form ADV Part 2B brochure supplement(s) your representative provides. If you have any questions, need up-to-date information and/or need a copy of this Client Relationship Summary, please contact us at (863) 402-5659 or at jrclark@waypointsfinancial.com.

Conversation Starters. Ask your financial professional—

- ❖ *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?*