

## Form ADV Part 3: *Relationship Summary* IFS Advisors, Inc.

### **Introduction**

IFS Advisors, Inc. 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 professionals 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:** We offer the following investment advisory services to retail investors. For more information about our services, please see **Item 4** of our **Form ADV Part 2A**. (1) Financial Planning Services involve us creating a financial plan for you which covers mutually agreed upon topics. (2) Asset Management Services which involves us managing and trading your designated account(s). We will discuss your investment goals and design a strategy to address such goals. We will regularly monitor your account when providing asset management services and contact you at least annually to discuss your portfolio. When engaging us for asset management services, your assets will be managed on a **discretionary** basis (we will have the authority to determine the type and amount of securities to be bought or sold in your account). On an exception basis, we will offer management on a **non-discretionary basis** (where we confirm any trades in your account with you before we place them). For more information about investment authority, please see **Item 16** of our **Form ADV Part 2A**.

**Limited Investment Offerings:** We do not recommend a single investment strategy to clients, but rather investment portfolios designed to address each 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:** Unless we make an exception, there is a \$50,000 minimum to open an account managed by us.

**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:** Due to the close relationship between financial planning and asset management services, we prefer to work with clients for whom we have an ongoing agreement to provide both financial planning and investment advisory services. Our ongoing investment advisory fees are designed to create enough revenue to pay for both services as one unified service. Our annual fee for both services is based on a percentage of assets under management and generally ranges from 0.50% to 1.00% but does not exceed 1.10%. Fees are billed in advance on a quarterly calendar basis and calculated based on the fair market value of your account as of the last business day of the previous billing period. Because our fee is based upon the value of your account, we have an incentive to recommend that you increase the level of assets in your account. When engaging us for asset management 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, however, the large majority of trades made at TD Ameritrade will come without any related transaction fees. You will also be charged internal fees and expenses by the funds we invest in within your account. We also offer financial planning services on a stand-alone basis whereby we charge a fixed fee (maximum annual fixed fee is \$10,000), but typically combine financial planning with asset management services.

**Additional Information:** You will pay fees and costs whether you make or lose money on your investments. Although you may benefit from working with an advisor, 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 asset management services, we will ask that you establish an account with TD Ameritrade to maintain custody of your assets and to effect trades for your account. Our recommendation to use TD Ameritrade is not based solely on your interest of receiving the best execution possible. We also recommend TD Ameritrade because they provide us with research, products and tools that help us manage and further develop our business operations. As a result, we do not have to pay for such benefits, which saves us money; however, these arrangements create a conflict of interest. (2) We receive expense reimbursement for advertising and marketing expenses from distributors of investment and/or insurance products which is a conflict of interest because it creates an incentive to recommend products and investments based on the receipt of this compensation instead of what is in the best interest of our clients. (3) Our investment adviser representatives also serve as insurance agents and through their role as such they may sell, for commissions, various insurance products. This represents a conflict of interest in recommending these products to you because of the potential for additional revenue. (4) Our representatives also serve as registered representatives of Securities America, a securities broker-dealer. When acting in this separate capacity, the representative will receive commissions for selling securities which creates a conflict of interest.

**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, Item 10, Item 12** and **Item 14** of our **Form ADV Part 2A**.

**How Do Your Financial Professionals Make Money?**

**Description of Salary/Payment of IARs:** We compensate our investment adviser representatives with a normal salary and a portion of fee revenue earned which is based primarily on the level of assets that the representative has under management and the fee charged to the client. This creates a conflict of interest as it gives representatives an incentive to recommend you invest more in your account with us.

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

**Yes.** 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 IFS Advisors**

Additional information about us and a copy of this relationship summary are available on the Internet at <http://www.investmentfinancial.net/>. You can also find our disclosure brochures and other information about us at <https://adviserinfo.sec.gov/firm/summary/153975>. If you have any questions or want an up-to-date copy of this relationship summary, we can be reached by phone at (941) 907-8888.

**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?*