

Client Relationship Summary (Form CRS/Form ADV Part 3) – February 2021

Item 1. Introduction

CTB Financial Services, Ltd. is registered with the Securities and Exchange Commission as an investment adviser. Fees for brokerage and investment advisory services differ among broker-dealers and investment advisers and it is important that you understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/crs), which also provides educational materials about broker-dealers, investment advisers, and investing.

Item 2. Relationships and Services

What investment services and advice can you provide me?

Services. We offer wealth management services to retail investors, which include financial planning and portfolio management services. We engage in a wide variety of planning services regarding your investment and financial goals and objectives. Planning services include income tax, goal (retirement, college, etc.), estate, business, charitable giving, large purchases, personal balance sheet, risk management, and cash flow.

We will work with you to understand your investment and financial goals. While we analyze many potential investment options and provide you with our recommendations, you are not obligated to follow our advice. For our portfolio management services, we will regularly monitor your investments and offer you advice on a regular basis. We will contact you at least annually to discuss your portfolio. In your investment advisory agreement with us, you retain discretion to determine the investments to buy and sell in your account, which means you will make the ultimate decision regarding the investments purchased and sold in your account (i.e., we manage accounts on a **nondiscretionary** basis). You may place restrictions on your investment portfolio. For example, you may ask us to execute transactions for tax reasons, to add a particular investment, or to specify a percentage of cash to retain in your account.

- From time-to-time we hold educational seminars for clients and prospective clients.
- Our investment advice is not limited to proprietary products or to a limited menu of products or types of investments. However, our investment philosophy guides the investment recommendations, including the investment products we recommend.
- We also provide “Personal CFO” Services to coordinate a team of cross-disciplinary financial professionals, which may include a CPA, estate attorneys, mortgage experts, and insurance specialists of various types, as identified by you. We do not charge an extra fee for our Personal CFO service.

Requirements to Open and Maintain an Account. We require a minimum initial account size of \$500,000 for portfolio management services. However, we accept lesser amounts on a case-by-case basis.

Additional information. Please see our Form ADV, Part 2A brochure (Brochure), sections “Advisory Business” and “Types of Clients” available at adviserinfo.sec.gov by searching firm CRD # 141278 for additional information on our relationships, fees and services.

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. Fees, Costs, Conflicts and Standard of Conduct

What fees will I pay?

Principal Fees and Costs. We charge a percentage of assets under management for portfolio management services (i.e., an **asset based fee**). We charge this fee on a quarterly basis based on the value of your account on the last business day of the prior quarter end. You should be aware that the more assets there are in your account, the more you will pay in fees. This means we have an incentive to encourage you to increase the assets in your account. You will pay our fee quarterly even if you do not have any transactions in your account or if we do not discuss your account with you. If you end your relationship with us before the end of a quarter, we will refund any fees that we did not earn.

We may offer “gap advice or planning” services for a negotiated fixed fee if you have assets we cannot yet manage, such as those in your employer-based 401k plan and you are thinking of working with us when you retire in the near future.

In addition to our fees, you will generally pay a transaction fee when we buy and sell an investment for you. You may also pay fees to a broker-dealer or bank that will hold your assets (called “**custody**”). You may incur additional fees and costs related to the investments in your account, such as custodian fees, account maintenance fees, transaction costs, account cancellation fees, surrender charges, wire transfer and electronic fund fees, internal

management fees of mutual funds and variable annuities, and other product related fees such as redemption fees. We do not receive any portion of these additional fees.

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.

Additional information. Please see the section “Fees and Compensation” in our Brochure available at adviserinfo.sec.gov by searching firm CRD # 141278 for additional information regarding fees and costs.

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. Here are some examples to help you understand what this means.

- We charge an investment advisory fee based on the assets we manage. We have an incentive to recommend adding assets to an account that we manage which increases the fee you pay us.
- Caldwell, Taylor and Brown, Ltd. (CTB-CPA) is an accounting firm that is our affiliate/sister-company. We are not controlled, either directly or indirectly, by CTB-CPA. However, we refer our clients to CTB-CPA. While we believe CTB-CPA’s fees are reasonable and competitive, we strongly encourage clients to compare CTB-CPA’s fees with those of other reputable providers in the industry. We do not receive any portion of the fees charged by CTB-CPA, nor do we receive any referral fees from CTB-CPA. Nevertheless, our recommendation of CTB-CPA to our clients creates an apparent conflict of interest that clients should be aware of.

Ask your financial professional: *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 paid a fixed monthly salary. Some of them receive a portion of advisory fees that we collect because they are responsible for the relationship with a particular client. In addition, our financial professionals are eligible to receive either a periodic bonus that is based on achieving certain company-wide goals or a share of our profits.

Item 4. Disciplinary History

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

No, our firm and/or financial professionals do not have any legal or disciplinary history. Please visit Investor.gov/CRS for a free and simple search tool to research our firm and your financial professional.

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

Item 5. Additional Information

You can find additional information about our firm’s investment advisory services on the SEC’s website at adviserinfo.sec.gov by searching firm CRD # 141278. You may also contact our firm at (952) 546-5456 and talk to any of our investment professionals or support staff.

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?*