

Fure Financial Corporation

June 29, 2020

FORM CRS

Fure Financial Corporation is registered with the Securities and Exchange Commission as an investment adviser and, as such, we provide advisory services rather than brokerage services. Brokerage and investment advisory services and fees differ and it is important for you, our client, to understand the differences. Additionally, 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. This document is a summary of the services and fees we offer to "retail" investors, which are natural persons who seek or receive services primarily for personal, family, or household purposes.

What investment services and advice can you provide me?

We offer the following investment advisory services to retail investors: Financial Planning & Consulting Services, Investment Management Services, and Selection of Other Advisers. Detailed information regarding our services, fees and other disclosures can be found in our Form ADV Part 2A Items 4, 7, and 8 by clicking this link <https://adviserinfo.sec.gov/firm/brochure/288396>.

Account Monitoring: If you open an investment account with our firm, as part of our standard service we will monitor your investments on a daily basis.

Investment Authority: We manage investment accounts on a *discretionary* basis whereby we will decide which investments to buy or sell for your account. We have discretion to select, retain or replace third-party managers to manage your accounts. You may limit our discretionary authority (for example, limiting the types of securities that can be purchased or sold for your account) by providing our firm with your restrictions and guidelines in writing. At our sole discretion, we may also offer non-discretionary investment management services whereby we will provide advice, but you will ultimately decide which investments to buy and sell for your account. You have an unrestricted right to decline to implement any advice provided by our firm on a non-discretionary basis.

Investment Offerings: We provide advice on a wide range of securities, including, but not limited to, equity securities, fixed income securities, mutual fund shares and other investment company securities, United States government securities, options contracts on securities, money market funds, real estate investment trusts ("REITs") and exchange traded funds ("ETFs"), and other securities, as requested by the client. However, in many instances our advice is directed to Clients who seek information about positions they acquired before they became our Client. The types of securities about which we provide advice is much broader than the types of securities we recommend for our Client portfolios. In general, we recommend portfolios that emphasize, but are not limited to, mutual funds and ETFs.

Account Minimums and Requirements: In general, we do not require a minimum dollar amount to open and maintain an advisory account; however, we have the right to terminate your account if it falls below a minimum size which, in our sole opinion, is too small to manage effectively. It is our experience that due to the combined Program fees and expenses, accounts with less than \$100,000 under management in the Program will likely find programs offered by other advisors better suited to their circumstances. Clients must be prepared to commit at least \$100,000 to management through our management Program. We may, in our discretion, consider waiving the \$100,000 minimum on a case-by-case basis. In addition, we may combine accounts on a case-by-case basis, which may be different in each case, and may consider future business, family and personal relationships, and other matters as we deem important.

Key Questions to 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?

What fees will I pay?

The following summarizes the principal fees and costs associated with engaging our firm for investment advisory services. For detailed information, refer to our Form ADV Part 2A, Items 5 and 6 by clicking this link <https://adviserinfo.sec.gov/firm/brochure/288396>

Asset Based Fees: Payable monthly in arrears. Since the fees are asset-based (i.e. based on the value of your account), we have an incentive to increase your account value which creates a conflict for those accounts holding illiquid or hard-to-value assets;

Hourly Fees: Payable in arrears;

Fixed Fees: Payable as invoiced. Additionally, we offer a monthly fixed fee ranging from \$100 to \$500 for ongoing consulting services;

Other Advisory Fees: In addition to our fees, third party money managers also charge their own fees, which are separate and apart from our fees.

Clients may also pay additional fees and/or expenses. Examples of the most common fees and costs applicable to our clients are:

- Custodian fees;
- Account maintenance fees;
- Fees related to mutual funds and exchange-traded funds;
- Transaction charges when purchasing or selling securities; and
- Other product-level fees associated with your investments.

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.

Key Questions to 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 advisor? How else does your firm make money and what conflicts of interest do you have?

When we act as your investment advisor, 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:

- We do not make any money from our investment advisory services except as described above.

Refer to our Form ADV Part 2A by clicking this link <https://adviserinfo.sec.gov/firm/brochure/288396> to help you understand what conflicts exist.

Key Questions to 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 Company and the financial professional servicing your account(s) are compensated by receiving a salary and bonus. Financial professionals' compensation is based on the amount of client assets they service and the revenue the firm earns from the financial professional's services.

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

No, our firm and our financial professionals currently do not have any legal or disciplinary history to disclose. Visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple research tool.

Key Questions to Ask Your Financial Professional

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

You can find additional information about your investment advisory services and request a copy of the relationship summary at 952-944-8250 or click the link provided <https://adviserinfo.sec.gov/firm/brochure/288396>

Key Questions to Ask your Financial Professional

Who is my primary contact person? Is he or she a representative of an investment advisor or a broker-dealer? Who can I talk to if I have concerns about how this person is treating me?