

## New Era Financial Advisors, Inc. Form CRS – April 2021

New Era Financial Advisors, Inc. is registered with the Securities and Exchange Commission as an Investment Adviser. Brokerage and investment advisory services and fees differ and it is important for you to understand the differences.

The SEC offers free and simple tools to research firms and financial professionals at [www.investor.gov/CRS](http://www.investor.gov/CRS) which also provides information tailored to educate retail investors about financial professionals.

### Item 2 Relationship and Services

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

Our firm provides investment management and financial planning services to retail investors. These services are monitored continuously as part of our standard service. We manage these advisory accounts on a discretionary basis where your representative decides what investments to purchase or sell and act on the decision without asking you in advance. Clients may impose reasonable restrictions on investing in certain securities, types of securities, or industry sectors. Our firm does not provide non-discretionary asset management services. Our financial planning services evaluates the client's current and future financial state using known variables to predict future cash flows, asset values and withdrawal plans

**For additional information, please see Items 4 and 7 of our Form ADV, 2A Brochure available at:**

<https://adviserinfo.sec.gov/firm/summary/110603>

**Conversation Starters**. Ask your financial professional...

- Given my financial situation, should I choose an investment advisory service? Should I choose a brokerage service? Should I choose both types of services? 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?**

When you open an advisory account, you will pay a fee for our **investment management services**. This fee will be a percentage of the market value of all assets in the account or a fixed fee. All fees are due and paid quarterly, in advance, and shall be deducted from the client's account unless an alternative billing arrangement is reached. The initial quarterly fee shall be deducted from each client's account with the Custodian unless an alternative billing arrangement is reached. This fee is prorated based on the number of days the account will be open during the quarter and paid directly to New Era Financial Advisors. We retain the discretion to negotiate fees on a client by client basis and discounts generally not available to our advisory client may be offered to friends or family. New Era Financial Advisors **financial planning fee** is determined based on the services being provided and the complexity of each client's circumstances. These fees are charged on a fixed basis and range from \$500 - \$7,500. We may request a retainer upon completion of the initial fact finding, but advance payment will never exceed \$1,200. We reserve the discretion to waive or reduce a fee if a financial planning client engages us for advisory account management.

**Additional Information:** Some fee arrangements create conflicts of interest described in more detail in our Form ADV, Part 2A. It is important to understand that the more assets held in a retail client's account, the more the client will pay in fees. We therefore have an incentive to encourage a client to increase the assets in his/her account. There are other fees and costs related to our investment advisory services and investments in addition to the principal fees and costs listed above that you will pay directly or indirectly. You should understand that the fees discussed above are specific to what we charge and do not include certain charges imposed by third parties, such as custodial fees, exchange traded or mutual fund fees and expenses, brokerage fees and commissions, and other fees and taxes on brokerage accounts and securities transactions. **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 see Item 5 of our Form ADV, 2A Brochure available at:**

<https://adviserinfo.sec.gov/firm/summary/110603>

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

Personnel of New Era Financial Advisors, Inc. **are separately licensed as registered representatives of J.W. Cole Financial**, a registered broker dealer. These individuals can recommend and execute securities transactions for which they would receive separate compensation. Some of these same personnel **are dually registered as Investment Advisor Representatives** of J.W. Cole Financial Advisors (not affiliated with New Era Financial Advisors). Investment products and third-party money managers recommended would result in a fee for such investments. Personnel of New Era Financial Group, Inc., affiliated with New Era Financial Advisors, Inc. **are licensed agents for various insurance companies**. When insurance product recommendations are implemented for advisory clients New Era Financial Group and its agents will receive separate compensation. The receipt of additional compensation by New Era Financial Advisors, Inc., its management or employees creates a conflict of interest that impairs the objectivity of our firm and these individuals when making advisory recommendations.

We always endeavor to act in your best interest when making recommendations. The implementation of any or all recommendations is solely at the discretion of the client. These individuals can effect securities and insurance transactions for which they will receive separate, yet customary compensation.

**Conversation Starter.** Ask your financial professional...

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

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**How do your financial professionals make money?**

For advisory accounts investment advisors are paid a percentage of the total assets under management or a fixed fee. The amount can change based on the total assets under management and therefore, advisors earn higher compensation for investing more of your money.

**Item 4 Disciplinary History**

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

No, neither our firm nor our financial professionals has a disciplinary history. Visit [www.investor.gov/CRS](http://www.investor.gov/CRS) for a free and simple search tool to research our firm and our financial professionals.

**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**

You can find additional information about our services and request a copy of the relationship summary by visiting [www.newerafinancial.com](http://www.newerafinancial.com); emailing at [dwarner@newerafinancial.com](mailto:dwarner@newerafinancial.com) or calling us at 952-473-1116.

**Conversation Starter.** 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?