

Flaharty Asset Management, LLC (the "Firm") is a Limited Liability Company formed under Florida law and is registered as an investment advisor with the Securities and Exchange Commission ("SEC") pursuant to the Investment Advisers Act of 1940. Brokerage and investment advisory services and fees differ and it is important for you to understand these differences.

Certain Professionals may separately offer brokerage services through our affiliation with LPL Financial LLC

("LPL"), an SEC registered broker dealer and investment adviser. This relationship summary explains the different investment advisory services the Firm offers, how we charge for those services, and conflicts of interest that exist when we provide our services. Free and simple tools are available to research firms and financial professionals at Investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.

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

Financial Professionals of the Firm offer investment advisory services (also referred to as programs) providing access to a range of investment products, such as stocks, bonds, exchange-traded funds ("ETFs"), mutual funds, annuities, and alternative investments, to retail investors, high net worth individuals, pension and profit sharing plans, trusts, charitable organizations, financial organizations and small businesses.

If you engage us to provide ongoing monitoring of your portfolio, we will assist you in matching your goals and risk tolerance to a customized investment program. We will discuss your investment goals, design with you a strategy to achieve your investment goals, and regularly monitor your portfolio. We will contact you (by phone or email) at least annually or as required to discuss your portfolio. Our services can be on a discretionary basis, which means that buy and sell decisions are made by us, or on a non-discretionary basis, which means that the final call on buying or selling an investment is with you. We may also recommend using a separate investment adviser that we will monitor, who will provide portfolio management. In addition, we provide consulting services pertaining to our client's financial status, investment objectives, tax status and retirement planning. We also provide financial planning services to help address our client's specific short and long-term financial objectives.

**For additional information**, please see Form ADV, Part 2A Brochure (Items 4 and 7 of Part 2A) and other applicable documents.

Most of the Firm's advisory programs are offered through our affiliation with LPL, which acts as the clearing firm and custodian for our advisory program accounts. LPL may also act as a co-advisor for certain programs we offer, including those with model portfolio management services. You are encouraged to learn more about LPL by reviewing LPL's relationship summary and having a discussion with your Financial Professional. You can also access free and simple tools to help you research firms and financial professionals at Investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.

### *Questions to ask us:*

- *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?

We typically charge an ongoing quarterly fee (sometimes referred to as an asset-based fee). You will pay an ongoing advisory fee that is charged in advance of each quarter, based on the value of the cash and investments in your account. The amount paid to our Firm and your Financial Professional does not vary based on the type of investments we select on your behalf. The more assets you have in an asset-based fee account, the more you will pay us in fees. This creates an incentive to encourage you to increase the size of your account, including by transferring or rolling over assets from other accounts.

The amount you pay will depend on the size, complexity and nature of the portfolio that we managed for you and the services that you receive. If you enroll in the Wrap Program, your advisory fee will be higher as broker-dealer execution and transaction fees are included in the advisory fee. The quarterly fees will be automatically deducted from your account, which fee reduces the value of your account. Our annual fee does not exceed 2.00%.

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Our non-wrap fees are separate from charges assessed by third-parties, such as broker-dealers, custodians, mutual fund companies, variable annuities, and separate investment advisers.

These costs are in addition to our fees and are not shared with us. We may also charge an hourly fee or fixed fee for services such as financial planning, retirement consulting and custom advisory services that are of limited duration or nature. **You will pay fees and costs whether you make or lose money on your investments.**

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### **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.

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

When we act as your investment adviser, we have a fiduciary duty to place the interest of our clients ahead of our own and our Firm. Note that the Firm's revenue is from the advisory fees that we collect from clients' accounts each quarter. Professionals also receive benefits in the form of service and product support, and certain of our Professionals may receive forgivable loans in connection with transitioning to or retaining his or her business with the Firm.

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

Firm – No, Financial Professionals – Yes. You can visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research us and our Financial Professionals. **For additional information**, please see Item 9 in Form ADV, Part 2A; or for the Financial Professionals, Items 14 A-M on Form U4, and Items 7A or C-F on Form U5.

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### **Additional Information**

If you would like additional, up-to-date information or a copy of this summary, please call us at 727-252-1050, or view [adviserinfo.sec.gov](http://adviserinfo.sec.gov) under CRD#168495.

**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 Form ADV, Part 2A Brochure (Item 5 of Part 2A).

#### *Questions to ask us:*

- *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?*

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Certain employees of the Firm are registered representatives of LPL Financial. The members of the Firm and certain Financial Professionals are insurance licensed and may recommend insurance products that will pay a commission to the member or Financial Professional. This potentially provides an incentive to the member or Financial Professional to recommend a particular insurance product based on the commissions received. **For additional information**, please see Items 10-12 on Form ADV, Part 2A.

#### *Questions to ask us:*

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

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Our Financial Professionals may receive compensation from us in other ways, including waived or reduced costs and fees (e.g., for administrative services that we provide for your accounts, attending our conferences and events, and free or reduced-cost marketing materials). These waived and reduced costs and fees create an incentive for advisors to associate with us instead of other financial firms. Other financial professionals who are independent contractors are paid a percentage of the revenue that is generated from their respective client base.

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We are held to a fiduciary standard that covers our entire investment advisory relationship with you.

#### *Questions to ask us:*

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

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#### *Questions to ask us:*

- *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?*