

**ERN Financial, LLC d/b/a Canopy Wealth Management  
Form CRS Customer Relationship Summary March 2021**

## **Introduction**

ERN Financial, LLC d/b/a Canopy Wealth Management ("CWM") is registered with the Securities and Exchange Commission (SEC) as an investment adviser.

Brokerage and investment advisory services and fees differ and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at [www.investor.gov/CRS](http://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

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

**Investment Advisory Services:** CWM offers continuous and ongoing investment advice and portfolio management services. CWM's advice and services are tailored to meet our client's individual needs, life circumstances and investment goals. Generally, CWM uses the information gathered to prepare an individualized investment policy statement ("IPS") for the client. We manage clients' investment accounts on a discretionary and non-discretionary basis.

**Financial Planning Services:** CWM creates financial plans, which are designed to assist clients in achieving financial goals and objectives. A financial plan may address one or more of the following areas; financial position, investment planning, income tax planning, retirement planning, credit planning, insurance planning and risk management, estate planning, and education planning.

For additional information, please see Items 4 and 7 of our Form ADV, 2A Brochure (Part 2A) available at: <https://adviserinfo.sec.gov/firm/summary/297717>

**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?

## **What fees will I pay?**

**Investment Advisory Services:** CWM's fee for our investment advisory/portfolio management services will be charged as a percentage of assets under management ranging from beginning at 1.20% to 0.40%. CWM requires a minimum of \$250,000.00 of assets under management for this service; however, the assets under management is negotiable. Fees are charged quarterly in advance based on the average daily market value of the client's account(s), as determined by the custodian, during the last quarter.

**Financial Planning Services:** (Non-Subscription) Canopy may charge a fee for financial planning services. For clients who retain Canopy for its investment advisory services, there may be a separate fee for Canopy's financial planning services. Financial planning fees are generally calculated and charged on a flat fee basis ranging from a minimum of \$1,000 to \$25,000 per engagement. If you terminate our financial planning services after we have begun the work but before completion, CWM charges clients a termination fee equal to one-half of the agreed upon planning fee. Financial planning fees and the termination fee are negotiable.

**On-Going Financial Planning Services:** (Subscription) Canopy offers ongoing financial planning as a standalone, monthly subscription service allowing a client to meet with a financial planner over an extended period of time. The planner works with the client to not only design the client's financial plan, but also monitor the plan and recommend any changes on an ongoing basis to ensure the plan remains updated. Canopy's Ongoing Financial Planning services are billed as an ongoing fee that is paid monthly, in advance, at the starting minimum rate of \$200 per month. This service may be terminated with 30 days' notice by either client or Canopy. Since this fee is paid in advance, a refund may be paid to the client upon termination for any unearned fee.

**Estate Planning Services:** Canopy offers estate planning services through a third-party provider. The fee for said services are negotiable, and the third-party provider may be paid by the client or by Canopy, depending on the circumstances.

For additional information, please see Item 5 of our Form ADV, 2A Brochure (Part 2A) available at:

<https://adviserinfo.sec.gov/firm/summary/297717>

**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 providing recommendations as my broker-dealer or 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 recommendations and investment advice we provide you. Here are some examples to help you understand what this means.

- CWM's investment advisors get paid for clients to invest with Canopy
- Allocating time and resources between client accounts, allocation of advisory fees and investment opportunities.
- Conflicts related to investing in securities recommended to clients and contemporaneous trading of securities (i.e., personal trading) by CWM or its related persons.

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

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

For additional information, please see our Form ADV, 2A Brochure (Part 2A) available at:

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### How do your financial professionals make money?

Our financial professionals, who are also owners, are compensated from revenues generated by investment advisory fees and financial planning fees. Additionally, they will receive residual payments for insurance previously sold prior to being involved at Canopy. Compensation is based upon the financial professional's percentage of remaining revenues after all company expenses are paid. Financial professionals who are not owners, receive a fixed compensation and may be paid bonuses. Compensation can create some conflicts with your interest. You should understand and ask us about these conflicts. Here are some examples to help you understand what this means.

- Compensation is paid regardless of whether the market goes up or down
- Investment Advisory fees are taken from accounts quarterly regardless of an increase or decrease in account value.

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

Neither our firm nor our financial professionals have any legal or disciplinary history. Visit [www.investor.gov/CRS](http://www.investor.gov/CRS) for a free and simple search tool to research us 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?

### Additional Information

If you would like additional information or a copy of this disclosure or our Form ADV, Part 2A, please call (608) 662-9018.

**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?