



Form ADV Part 3 - Client Relationship Summary ("CRS")
August 28, 2023

Item 1 - Introduction

Virtus Financial Partners ("VFP") is an investment adviser registered with the United States Securities and Exchange Commission ("SEC"). Brokerage and investment advisory services and fees differ, and it is important for you to understand the differences. Free and simple sources and 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.

Item 2 – Relationship and Services

What investment services and advice can you provide me?

VFP offers investment advisory services, which are fully described in our Form ADV Part 2A ("Disclosure Brochure"). Our services include portfolio management, investment analysis and financial planning for individuals, and high net worth individuals, and small businesses. As part of our standard investment management services, we review our clients' accounts on an annual basis, or when conditions would warrant a review. Factors that trigger reviews include specific client request, changes in market conditions, a change in your goals and objectives, a change in employment, or a change in recommended asset allocation weightings. Financial planning and investment consulting recommendations are not actively monitored.

We accept discretionary authority to implement the recommended transactions in client accounts. Through our portfolio management services, we can utilize individual stocks, bonds, ETFs, mutual funds and other securities, as well as managed portfolios from third-party investment managers. We do not offer advice only with respect to proprietary products. We do not use "wrap programs" or other mass distribution programs. We manage accounts on a client-by-client basis, and often on an account-by-account basis. There are no material limitations to our monitoring.

Additional information about our services can be found in Items 4, 5 and 7 of our ADV Part 2A Firm Brochure upon request or by visiting: <https://adviserinfo.sec.gov/firm/summary/323365>

Conversation Starters: Ask us the following questions--

- "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?

We assess our fees quarterly in advance based on the market value of the client's account(s), as determined by the custodian, on the last business day of the quarter. Our fee for advisory services is based on a percentage of the assets in your account and is set forth in our investment advisory agreement but will not exceed 2.5% per annum, including any third-party management fees. Advisory fees charged by third party managers we allocate your assets to are separate and apart from our fees and will reduce the value of your investments.

In addition to the advisory fees paid to us, you also incur certain charges imposed by other third parties, such as broker-dealers, third-party money managers and custodians. These charges may include securities brokerage commissions, transaction fees, custodial fees, fees charged by independent managers, margin costs, charges imposed directly by a mutual fund or ETF in a client's account as disclosed in the fund's prospectus (e.g., fund management fees and other fund expenses), deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions.

Financial planning is provided either on an hourly basis at \$500, or on a fixed monthly fee ranging up to \$500 per month.

The more assets there are in your advisory accounts, the more you will pay in fees, so the firm may therefore have an incentive to encourage you to increase the assets in your account or manage them in a way where we receive higher 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.

For additional information, please see our [Form ADV, Part 2A brochure](#), specifically Items 5. Some fees create conflicts of interest described below and in more detail in our Firm's ADV Part 2A.

Conversation Starters: You might ask the following question of a financial professional to start a conversation about the impact of fees and costs on investments:

- "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 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. The following is an example to help you understand what this means:

- VFP and/or its investment advisory representatives may from time to time purchase or sell products or investments that they may recommend to clients. In such circumstances, our firm or its investment adviser representatives may have a financial interest in recommending investments that our firm or its representatives also own.
- Third-Party Payments: While we do not receive compensation from third parties when we recommend investments, our supervised persons may recommend insurance products in their individual capacities. This results in an incentive for our supervised persons to recommend those insurance products.
- VFP receives one-time referral fees from certain banks for referring individuals for loans designed to help build or grow the clients' practices. This too results in an incentive for our supervised persons to recommend these loans.

Let's discuss... How might your conflicts of interest affect me, and how will you address them?

Additional information about our conflicts of interest can be found throughout our ADV Part 2A Disclosure Brochure which you may request directly or view here: <https://adviserinfo.sec.gov/firm/summary/323365>

How do your financial professionals make money?

Our financial professionals are compensated through the receipt of a portion of revenue we receive for the advisory services we provide. The portion paid to our financial professionals does not vary based on the type of investments that are recommended. However, as described above, our financial professionals are also licensed as insurance agents, and when acting in that capacity, will earn commissions.

Item 4 – Disciplinary History

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

Yes. Please visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research our firm and your financial professionals.

Conversation Starters: You might ask the following question of a financial professional to start a conversation about the financial professional's disciplinary history:

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

Item 5 – Additional Information

For additional information on our investment advisory services and to request a copy of the relationship summary, go to IAPD at <https://adviserinfo.sec.gov/firm/summary/323365>

You can find also additional information about our services and request a copy of the relationship summary by visiting virtusfinancialpartners.com, emailing at ssewart@virtusfp.com, or calling us at (407)267-8445.

Conversation Starters: Ask us the following questions--

- "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?"

Summary of Material Changes

April 25, 2023 – Certain disclosures concerning conflicts of interest were amended to reflect the actual business practices of the firm since registration with the SEC on November 30, 2022.