

Florida Financial Advisors & Trinity Wealth Securities



Client Relationship Summary

June 30, 2020

Florida Financial Advisors (“FFA”) is an Investment Advisor registered in multiple states. Its broker-dealer affiliate, Trinity Wealth Securities LLC, is a member of the Financial Industry Regulatory Authority (FINRA) and the Securities Investor Protection Corporation (“SIPC”).

“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 [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisors, and investing.

What investment services and advice can you provide me?

As affiliates under common ownership, we offer both broker-dealer and investment advisory services.

➔ Our **broker-dealer services** are limited in scope to mutual funds, variable annuities, and insurance products which we offer on a **non-discretionary** basis. You may select the investments within your account, or we may make recommendation for you, but the ultimate investment decision as to your investment strategy will be yours.

Monitoring of your account is solely your responsibility as we **do not offer account monitoring**. Minimums may apply to open or maintain an account depending on the type of investment. Any such minimum requirement will be discussed prior to account opening as the situation arises. Statements will be delivered to you at a minimum on a quarterly basis to assist you in monitoring your account.

It is important for you to understand other firms may offer a wider range of investment choices, some of which may have lower costs.

➔ Our **advisory services** include discussing your investment goals, designing a strategy to achieve your investment goals, portfolio management, financial planning and **regular monitoring** of your account. We will contact you on a scheduled basis (quarterly, bi-annually, or annually) selected by you to discuss your portfolio. You can choose to have your account set up on a **discretionary** basis, which allows us to buy and sell securities in your account without your prior consent, or the account can be **non-discretionary**, meaning we would give you advice and you decide what securities to buy and sell.

For additional information, including account minimums and more in depth details regarding the advisory services offered, please reference the [Form ADV, Part 2A Brochure](#) located on our website FloridaFA.com.

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?*

What fees will I pay?

The fees you pay depend on whether you choose brokerage services, advisory services, or both.

➔ With our **broker-dealer services**, you will pay a **transaction-based fee**, generally referred to as a **commission**, for each investment made on your behalf. Depending on the investment product you select, these fees may include up-front commissions, as well as fees that are charged on an on-going basis for as long the duration of the investment, known as “trails” or “12b-1 fees”. You may select the investments, or we may recommend investments for your account, but the ultimate decision for your investment strategy and the purchase or sale of investments will be yours.

We must act in your best interest and not place our interests ahead of yours when recommending an investment or an investment strategy involving securities. Because we are compensated for the products we sell, **we have an incentive to encourage you to invest in the limited products we offer** and in greater amounts.

Mutual funds and variable annuities usually have fees and expenses that are included in the expense ratios of certain investments, which have an impact on the overall value of the investment.

****For additional information about the fees and expenses related to your particular investment, please refer to the prospectus provide for that specific fund.****

From a cost perspective, this type of account may be preferred if you do not trade often or if you plan to buy and hold investments for longer period of time.

****However, you will be responsible for the monitoring of your investments.****

➡ With our **advisory services**, you will pay an **asset-based fee**, generally referred to as an **advisory fee**, which means the fee is calculated as a percentage of the assets in your account according to the fee schedule presented in the executed advisory agreement. This means the greater the assets in your account, including cash, the greater the fee. We therefore **have an incentive to increase the assets in your account in order to increase our fees**. In addition to the advisory fee, we may charge a financial planning fee depending on your needs.

You may incur certain charges imposed by custodians, third party investment companies and other third parties. These fees may include, but are not limited to, wire fees, transfer fees, bank charges and other fees, as well as fees and expenses that are included in the expense ratios of certain investments, including mutual funds and ETFs. We do not receive any compensation from these fees. All of these fees are in addition to our management fee charge to your account. Because we are not compensated on a per transaction basis, **we have a conflict of interest in placing trades on an active basis**.

For additional information about the fees and costs for our advisory services,
please refer to our [Form ADV Part 2A](#) on our website [FloridaFA.com](#)

Even though it may cost more, this type of account may be preferred if you want continuing advice or want someone to make investment decisions for you.

****Advisory fees are charged on the scheduled basis regardless of trading activity****

Regardless of the type of services you chose, you will pay fees and costs whether you make or lose money in 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.

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

When we provide you with a recommendation as your broker-dealer or 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 recommendations and investment advice we provide you.

Examples of Ways We Make Money and Conflicts of Interest:

- ◆ **Revenue Sharing:** Certain managers and sponsors (or their affiliates) share the revenue they earn when you invest in certain products (primarily mutual funds and variable annuities). As such, we have an incentive to recommend (or to invest your assets in) products of sponsors and managers that share their revenue with us over other products of sponsors or managers that do not share their revenue, or who share less.
- ◆ **Third-Party Payments:** We receive payments from third party product sponsors and managers (or their affiliates) when we recommend or sell certain products. As such, we have an incentive to recommend (or to invest your assets in) products of third- parties that pay us over products of third parties that do not pay us or pay us less.
- ◆ **Rollovers:** We may recommend you rollover your employer-sponsored retirement plan into an Individual Retirement Account (IRA) that we manage for an advisory fee, or suggest you invest the funds into a variable annuity which pays us a commission.

Conversation Starter: Ask your financial professional -

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

We will attempt to eliminate potential conflicts of interest when feasible. However, there will remain some conflicts of interest in which case we will mitigate these conflicts by:

- ◆ Informing you of the conflict of interest in our Disclosure Brochure
- ◆ Maintaining and abiding by our Code of Ethics which requires us to place your interest first and foremost.
- ◆ Routine review of transactions

For additional information, please see our [Regulation Best Interest Disclosures](#) and our [Form ADV, Part 2A](#)

How do your financial professionals make money?

In their role as advisor, our financial professionals are generally compensated on a salary basis and may be eligible to receive discretionary bonuses. In their role as a broker or insurance agent, our financial professionals receive commissions based on the product type sold. This may create a conflict of interest. You should discuss your financial professional's compensation and any potential conflicts of interest directly with your financial professional.

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

Neither the firm nor any of our financial professionals have any legal or disciplinary history to disclose. Visit [Investor.gov/CRS](https://www.investor.gov/CRS) for a free and simple search tool to research us and our financial professionals at any time.

Conversation Starter: Ask your financial professional -

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

For additional information about our services, please refer to our website [FloridaFA.com](https://www.floridafa.com). If you would like additional, up-to-date information or a copy of this relationship summary, a current copy of the firm ADV Part 2A or the RegBI disclosure, please contact our Chief Compliance Officer, Jason Mickool at (813) 333-1683.

Conversation Starter: Ask your financial professional -

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