

**Introduction**

Kristen Coombs Financial Advisors ("KCFA") 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. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](http://Investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

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

KCFA believes that a financial life plan is a living, breathing document and should not be viewed as something you "set and forget". Goals change, people change, life happens. We work together with our clients throughout the planning process, beginning with goal setting through fact gathering and ultimately the design of their financial life plan. Goal based investment strategies are created that align with each individual financial goal such as retirement income, estate planning and charitable giving. Efficient tax management strategies are incorporated throughout the planning process. Once a blueprint is created, the plan is revisited on a regular basis.

For investment management, we incorporate three or four separate portfolios or "buckets", each with a range of investments meeting specific goals over a particular time horizon. Recognizing that different people have different goals such as saving for college education costs, buying a beach house, or planning for an early retirement, your "buckets" will be designed and invested based on each of your individual goals. We find that actively managing our clients' investments using goal based "buckets" is not only a personalized approach for us to discuss the overall investment strategy and its purposes, it also provides a way for our clients to stay focused, keep on track and rest easy. KCFA utilizes third party managers to assist in managing your portfolios that are selected based upon our due diligence.

KCFA works with plan sponsors on their retirement plan needs on a non-discretionary basis. KCFA provides services such as non-discretionary investment management services and employee education on general investment principles.

For more detailed information, please refer to our Disclosure Brochure, the ADV Part 2A, under Item 4 Advisory Business and Item 7 Types of Clients, which can be found by [CLICKING HERE](#).

➤ ***Questions to Ask Your Professional:***

- *"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?"*
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**What fees will I pay?**

Financial planning and fees are charged on either an hourly basis ranging from \$250 to \$500 per hour or at a fixed fee ranging from \$1,000 to \$5,000. The fees may vary based upon the nature and complexity of your unique financial situation.

Investment management services are charged as a percentage of the total portfolio assets under management with KCFA varying from 0.00% to 1.50%. Investment advisory fees will be debited directly from each client's account. The advisory fee is paid monthly, in advance, and the value used for the fee calculation is the gross value as of the last market day of the previous month. This means that if your annual fee is 1.00%, then each month we will multiply the value of your account by 1.00% then divide by 12 to calculate our fee. To the extent there is cash in your account, it will be included in the value for the purpose of calculating fees only if the cash is part of an investment strategy. When third party managers are used, fees paid to KCFA are in addition to the fees charged by the third party manager. You should review the ADV of the manager to determine those fees. KCFA maintains a minimum initial investment amount of \$500,000 that can be waived in the sole discretion of KCFA.

For retirement plans, KCFA charges an annual fee ranging from 0.50% and 1.00% of plan assets. The fees can be paid directly by the Plan Sponsor or deducted from the plan assets as indicated under the Non-Discretionary Retirement Plan Agreement.

There are a number of other fees that can be associated with holding and investing in securities. For clients participating in VFG' wrap program, these include some fees that may be paid by VFG on your behalf, such as transaction fees for the purchase or sale of a mutual fund or Exchange Traded Fund, or commissions for the purchase or sale of a stock. All other

fees will be deducted from your account. Expenses of a mutual fund or ETF will not be included in management fees, as they are deducted from the value of the shares by the manager. Fees charged by independent third party managers are also separate and additional to any fees paid to VFG, and such managers will be authorized to separately debit fees from client accounts. 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 more specific information regarding our fees, please refer our Disclosure Brochure, the ADV Part 2A under Item 5 Fees and Compensation by [CLICKING HERE](#).

➤ **Questions to Ask Your 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?”*

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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.

For example, Kristen E. Coombs is separately licensed as an independent insurance agent for purposes of servicing existing clients that have insurance products. KCFA does not intend to sell new insurance products, but has the ability to do so if warranted. As such, Mrs. Coombs may conduct insurance product transactions for KCFA clients in her capacity as licensed insurance agent, and will receive customary commissions for these transactions in addition to any compensation received from advisory services. Mrs. Coombs therefore has an incentive to recommend insurance products based on the compensation to be received. The receipt of additional fees for insurance commissions is therefore a conflict of interest, and clients should be aware of this conflict when considering whether to engage KCFA or utilize Mrs. Coombs to implement any insurance recommendations. KCFA attempts to mitigate this conflict of interest by disclosing the conflict to clients, and informing the clients that they are always free to purchase insurance products through other agents that are not affiliated with KCFA, or to determine not to purchase the insurance product at all. KCFA also attempts to mitigate the conflict of interest by requiring employees to acknowledge in the firm's Code of Ethics, their individual fiduciary duty to the clients of KCFA, which requires that employees put the interests of clients ahead of their own.

For more specific information regarding compensation and conflicts, please refer our Disclosure Brochure, the ADV Part 2A under Item 10 Outside Affiliations by [CLICKING HERE](#).

➤ **Questions to Ask Your 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?**

Financial professionals of KCFA are paid a portion of the fees for financial planning and investment management services. Financial professionals are not rewarded sales bonuses.

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

No. Free and simple tools are available to research firms and financial professionals at <https://www.investor.gov/CRS>.

➤ **Questions to Ask Your Professional:**

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

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**Additional Information**

A copy of our relationship summary can be requested by calling (814) 235-2703.

➤ **Questions to Ask Your 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?”*