

### Item 1: Introduction

We are Meador Financial, Inc. dba MFA Wealth Services (“MFA”). MFA is a wealth management firm, registered with the Securities and Exchange Commission (“SEC”) as an Investment Advisor (“IA”). Our Financial Professionals (“FP”) are also Broker-Dealer (“BD”) Registered Representatives (“RR”) with United Planners Financial Services of America. We offer advisory & brokerage services and the related fees & costs to each service varies depending on the capacity in which you engage our services, so it is important to know the differences. Given the importance of these details, we encourage you to review Investor.gov/CRS to access free and simple tools to research firms & financial professionals in our industry as well as get access to educational materials about IAs, BDs and investing. We have included “conversation starters” to assist you in engaging in a dialogue with your Financial Professional about your individual circumstances and goals. We encourage you to get the answers to all the questions presented in this Relationship Summary.

### Item 2: Relationship & Services -- What investment services & advice can you provide me?

MFA offers both investment advisory (fee based) services to retail investors through our individually licensed Investment Advisor Representatives (“IAR”). We offer 1) Financial Planning; 2) Asset Management (investment advice and recommendations on particular stocks, mutual funds, exchange traded funds, bonds and alternative investment vehicles.); 3) Tax Planning as it relates to your financial situation, 4) Risk Planning, generally through insurance; and 5) Estate Planning

We typically use brokerage accounts at Fidelity Investments to hold your securities. We can open non-qualified brokerage accounts, IRAs and other retirement accounts, 529 accounts (generally at American Funds).

*Monitoring:* We will monitor advisory accounts based on an agreed upon frequency along with client meetings (please refer to the advisory services agreement. We only offer non-discretionary services in which, based upon our IAR’s advice, you will make the ultimate decision to buy, hold or sell investments to meet your needs. For a more detailed description of our advisory services and various minimum account size requirements, please review Item 4 and 7 in our Disclosure Brochure: <http://www.mfaws.com/Disclosures.5.htm>.

*Investment Authority:* MFA does not accept discretionary authority over your money. That means we cannot trade your account without your specific authorization to do so. You must make the ultimate decision regarding the purchase or sale of investments.

*Limited Investment Offerings:* MFA is free to offer advice on any securities and is not limited in its advice to specific type of securities and is not limited to offering advice with respect to proprietary products.

*Account Minimums or Other Requirements:* MFA does not have any particular restrictions or requirements for retail investors to open or maintain an account or establish a relationship. However, we find that the best value for the cost of our services to you is achieved with investable assets of one million dollars or more. For more specific information on our services please see our Disclosure Brochure: <http://www.mfaws.com/Disclosures.5.htm>.

### Item 3: Fees, Costs, Conflict and Standard of Conduct -- What Fees will I pay?

We primarily charge a fee based upon a percentage (%) of the market value of the assets placed under MFA Wealth Services or a fixed fee. The percentage fee ranges from 0.5 to 1.5% depending on the assets under management and services provided. We charge ¼ of the fee quarterly in arrears. The fixed fee, when utilized, is for small accounts and ranges from \$250 – \$625 per quarter. This is a summary of the various fees & costs associated to the different products/service providers your FP may recommend and engage depending your needs:

*Conflicts of Interest:* Since our FPs are both IARs and RRs, our FPs have a conflict of interest related to the different types of compensation they can receive, whether it is:

1. Earning an advisory fee as an IAR under the IA; or,
2. Earning a commission for selling a product or trading investments in your account as an RR under the BD.
3. The more assets you have under management the higher the overall fees you will pay and therefore we have an incentive to encourage you to increase the assets in your account.

These conflicts are managed through our obligation to act in your best interest. These conflicts are further managed through our policies & procedures and supervisory system.

#### *Other Costs and Fees:*

1. **IA Custodian (Fidelity Institutional):** These fees & costs include but are not limited to:
  - a. **Transaction Fees** (which can be transaction-based or asset-based): A **transaction-based transaction fee** is a fixed cost to trade -Example: When you trade a mutual fund, it costs \$25. An **asset-based transaction fee** is a percentage charged against the value of your account - Example: You are charged 0.10% against the value of your account at a designated time instead of being charged a fixed amount per trade.
  - b. **Ancillary Account Fees & Costs:** These are fees & costs to service your account, including but not limited to: wire fee, check fee, overnight fee, account maintenance fee or transfer out fee.
  - c. **Program Fees:** These fees are for the administration of certain advisory programs.
  - d. **Note:** MFA and our FPs **do not receive** any portion of these fees & costs.
2. **Products:** These fees & costs are the internal expenses of certain types of investments such as mutual funds, exchange-traded funds or unit investment trusts. We **do not receive** any portion of these fees & costs.
3. **Frequency:** The frequency of these fees & costs vary depending on the underlying fee and/or cost. The frequency can be as the underlying service occurs (i.e., a wire fee or transaction-based transaction fee) or on a stated frequency such as monthly, quarterly or annually (i.e., program fee or an asset-based transaction fee).
4. **BD Capacity:** Please review the United Planners Relationship Summary

For more information about:

1. **Mutual Fund Fees & Costs:** Please go to FINRA’s Fund Analyzer: [https://tools.finra.org/fund\\_analyzer/](https://tools.finra.org/fund_analyzer/).

#### Conversation Starters – Please Ask Us. . .

Given my financial situation, should I choose

- a. advisory service
  - b. brokerage service?
  - c. both types of services?
  - d. Why or why not?
2. How will you choose investments to recommend to me?
  3. What is your relevant experience, including your licenses, education and other qualifications?
  4. What do these qualifications mean?

#### Conversation Starters – Please Ask Us. . .

1. Help me understand how these fees and costs might affect my investments.
2. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?

**2. Advisory Fees:** Please review *Item 5 in our Disclosure Brochure*: <http://www.mfaws.com/Disclosures.5.htm>

You will pay fees & costs whether you make or lose money on your investments. Fees & costs will reduce any amount of money you make on your investment over time. Please make sure you understand what fees & costs you are paying.

**What are your legal obligations to me when providing recommendations as my investment advisor?**

**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.”

1. If your FP engages you to provide investment advisory services, you will be charged an advisory fee (typically a percentage charged against the value of your account); therefore, your FP may have an incentive to increase the amount of assets in your advisory account. Additionally, IA services have different advisory fee payouts to FPs. Your FP may have an incentive to engage a higher paying advisory fee service over another. Please be sure to have your IAR explain these details.
2. If your FP engages you to provide financial planning services, the FP may or may not charge you a financial planning fee depending on your arrangement. Your FP may receive compensation (whether it be a commission or an advisory fee) for products and/or services recommended as part of the financial planning services that your FP provides. Your FP has an incentive to recommend certain products and/or services as part of your overall financial plan. Please be sure to have your IAR explain these details.

*Conflicts of Interest:* Please refer to the Conflict of Interest section in **Item 3: Fees, Costs, Conflicts and Standards of Conduct** of this Relationship Summary.

*How Else Does our Firm Make Money:* We receive commission on BD and Insurance products. The amount of commission we earn is based on various factors including the product type and company or carrier offering the product. *Conflict of Interest:* As previously stated, regardless of how our FP engages you (in an IAR or RR capacity), we are obligated to act in your best interest. These conflicts are further managed through our policies & procedures and supervisory system.

For more information about our **conflicts of interest** and how we mitigate them, please review **Items 4, 5 and 12 in our Disclosure Brochure**: <http://www.mfaws.com/Disclosures.5.htm>.

## How Do Your Financial Professionals Make Money?

Our FPs primarily make money in two capacities:

1. **As an IAR under our IA** by providing you advisory services which encompass financial planning and/or investment management services. The cost of these financial planning and/or investment management services vary depending on various factors such as time & complexity. The cost and services will be agreed upon in a written agreement between you (as a client) and our FP.

a. **Financial Planning Services:** Our FP can provide you financial planning services for a certain and specific cost, whether it be a one-time fee or an ongoing fee. Financial planning services can provide an actual written financial plan or can be to provide you financial analysis and/or consulting. In return for these financial planning services, you will pay your FP the agreed upon cost. Your payment for services rendered will flow through MFA; and, MFA will retain a percentage of the compensation and then pass along the remaining amount to your FP.

b. **Investment Management Services:** Our FP can provide you investment management services for a certain and specific cost, whether it be a fixed dollar amount or a percentage of the assets. Your FP will manage your account in accordance with your goals (Example: for growth, income or capital preservation). In return for these investment management services, you will pay your FP the agreed upon amount. Your payment for this service is typically debited from an account your FP is managing on your behalf. Your payment for services rendered will flow through MFA; and, MFA will retain our percentage of the compensation and then pass along the remaining amount to your FP.

*Conflicts of Interest:* Please refer to the Conflict of Interest section in **Item 3: Fees, Costs, Conflicts and Standards of Conduct** of this Relationship Summary.

*Cash/Non-Cash Compensation:* In certain cases, FPs can receive compensation from sponsor companies in the form of reimbursement of certain expenses. Examples of such expenses include but are not limited to seminars, client appreciation events or marketing materials. In other cases, FPs can receive compensation from sponsor companies in the form of trips to due diligence meetings for training & education.

*Conflicts of Interest:* In either case, such cash or non-cash compensation is required to be processed through MFA for review and approval to ensure such compensation is prudent, reasonable and not excessive or received pursuant to a predetermined sales goal. UP’s review and approval process will document such cash or non-cash compensation scenarios and ensure compliance with industry standards.

### Conversation Starters – Please Ask Us. . .

1. Who is my primary contact person?
2. Is he or she a FP of an IA or a BD?
3. Who can I talk to if I have concerns about how my FP is treating me?

### Conversation Starters – Please Ask Us. . .

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

## Item 4: Disciplinary History – Do you or Your Financial Professionals Have Legal or Disciplinary History?

No, MFA does not disciplinary history. You can also review

1. Our profile on FINRA’s BrokerCheck: <https://brokercheck.finra.org/>.
2. Your FP’s profile on FINRA’s BrokerCheck at <https://brokercheck.finra.org/>.

### Conversation Starters – Please Ask Us. . .

1. As a financial professional, do you have any disciplinary history?
2. For what type of conduct?

## Item 5: Additional Information

You can find more information about our wealth management firm along with our services on our website at: <http://www.mfaws.com>.

We highly encourage you ask your FP the **conversation starter questions** as these are important details for you to know and understand for your FP to best serve your needs.

**To request a copy of our Relationship Summary, request up-to-date information about MFA or to express concerns about your FP, please call us at 1-805-497-5474 and ask to speak with the Compliance Department or send an email to [Compliance@MFAWS.com](mailto:Compliance@MFAWS.com).**