



A Summary of Your Advisory Relationship with Elser Financial Planning, Inc.

There are different ways that you can get help with your investments, and you should carefully consider which types of services are right for you. Elser Financial Planning, Inc. is a SEC registered investment advisory firm, which differs from a broker dealer firm. This document gives you a summary of our services and fees. Please ask us for more information, and there are some suggested questions on page 2 that are important to ask any financial professional.

There are also free and simple tools available to research firms and financial professionals at <https://www.investor.gov/CRS>. This website also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

Our firm provides investment management and financial planning advice to individuals, trusts, estates and small businesses. Prior to investing, we try to develop an understanding of your current investment situation, marginal tax bracket, investment knowledge, risk tolerance, investment objectives, time horizon for the invested assets and desired investment strategy.

As your investment advisor, you grant us a limited power of attorney that allows us to buy and sell investments in your accounts (a “discretionary account”). We monitor your accounts and rebalance them to your target stock/bond allocation with incoming or outgoing cash flows and by buying/selling existing investments as the market fluctuates. We provide ongoing investment review and planning through regular meetings, and we are available by phone or email to assist you between meetings. Additionally, we provide a quarterly account performance report and investment newsletter.

We utilize no-load, low-cost, tax-efficient, well-diversified stock and bond mutual funds and exchange-traded funds (ETFs), individual bonds, CD’s and other similar investments to develop globally diversified portfolios. We typically recommend Dimensional Fund Advisors (DFA) stock funds, Schwab Stock ETFs, and Vanguard bond funds/ETFs. Our firm does not participate in a wrap program. Other firms could provide a wider range of investment choices.

What fees will I pay?

Investment Management fees are based on the value of your accounts and are billed at the end of each quarter. Generally, fees are deducted from your account to facilitate billing. Our fees are 0.65% on the 1st \$2 million and decline on additional money invested. We typically provide investment management services to clients with portfolios of \$500,000 or greater, and clients with less than \$400,000 can be charged a minimum fee of \$2,500/yr.

In addition to management fees, there are internal operating expenses of mutual funds and ETFs. In a typical portfolio that we manage, these expenses average about 0.20%. Schwab charges a transaction fee of \$25/trade on some mutual fund transactions.

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.

Further information about investment management fees, as well as the fees for comprehensive financial plans and limited scope hourly planning, are outlined in our Form ADV Part 2A (“Fees and Compensation”). You may request this document by contacting Elser Financial Planning or by visiting

https://elserfp.com/Elser_Financial_Planning_ADV_Part_2_Firm_Brochure_2020.pdf.

***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 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 investment advice, we provide you. Here is an example to help you understand what this means.

The more assets you have under our management, the more you will pay in fees. We therefore have an incentive to encourage you to invest more with our firm.

How do your financial professionals make money?

Our advisors are paid based on a percentage of assets under management (as explained above), hourly charges, comprehensive financial planning fees or fixed fees. We do NOT sell annuities or insurance nor are we affiliated with entities that sell such financial products. No commissions in any form are accepted.

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

No

Additional Information

If you have questions or would like to request an additional copy of our Form CRS (ADV Part 3), please contact Elser Financial Planning by phone at (317) 731-5615 or by e-mail at info@elserfp.com. For more detailed information about our services and fees, please visit our website (www.elserfp.com) or download our Firm Brochure (Form ADV Part 2A) https://elserfp.com/Elser_Financial_Planning_ADV_Part_2_Firm_Brochure_2020.pdf.

Conversation Starters

1. Given my financial situation, why should I choose an investment advisory service? Why or why not?
2. How will you choose investments to recommend for my account?
3. Help me understand how fees might affect my investments. How much would I pay per year for you to manage my accounts based on the current values of my assets? What services will I receive for those fees?
4. What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?
5. How might your conflicts of interest affect me, and how will you address them?
6. Do you or your firm have any disciplinary history?
7. Who is the primary contact person for my account? Are they 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?