



Form CRS – Client Relationship Summary as of March 19, 2025

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Item 1- Is an investment advisory account right for you?

Affiance Financial, LLC is registered with the Securities and Exchange Commission as an investment adviser. Please be aware that brokerage and investment advisory services differ, and that the fees also differ. Therefore, 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, which also provides educational materials about broker-dealers, investment advisers, and investing.

Item 2 - What investment services and advice can you provide me?

We offer investment advisory services to retail investors. As such, our principal service is investment management. We also offer financial planning, and retirement plan services to employer-sponsored retirement plans and their participants. As part of our standard investment management service, we provide continuous and regular supervisory and/or management services with respect to your account(s). We do not monitor the investments made as a result of a financial plan unless you have hired us for investment planning services. When we provide investment advice to you regarding your retirement plan account or individual retirement account, we are fiduciaries within the meaning of Title I of the Employee Retirement Income Security Act and/or the Internal Revenue Code, as applicable, which are laws governing retirement accounts. 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.

Our investment management services are offered on either a discretionary or non-discretionary basis. Discretionary authorization allows us to determine the specific securities, and the amount of securities to be purchased or sold for your account, without your approval prior to each transaction. Non-discretionary arrangements require us to obtain your approval prior to executing any transaction on behalf of your account. We do not limit our advice to proprietary products, or a limited menu of products or types of investments. In general, we require a minimum of \$500,000 to provide investment management services. At our discretion, we reserve the right to waive this account minimum. **For additional information, please refer to Items 4, 7, & 13 of our Form ADV Part 2A at the following link: <https://adviserinfo.sec.gov/firm/summary/113200>**

Conversation Starters. Ask your financial 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?*

Item 3 - What fees will I pay?

For investment management services, we are compensated by a percentage of assets under our management. For financial planning services, we are compensated by fixed fees. In most cases, fees for financial planning services are waived when a client hires us for investment management services. Investment management fees based on a percentage of your assets under our management are payable each quarter in advance. The more assets there are in your account, the more you will pay in fees. Therefore, we have an incentive to encourage you to increase the assets in your account. Our fees are negotiable depending upon the complexity and scope of the service, your financial situation, and your objectives. All fees are agreed to in writing, on written agreements. **For additional information regarding our fees, please see Item 5 of our Form ADV Part 2A at the following link: <https://adviserinfo.sec.gov/firm/summary/113200>**

Description of Other Fees and Costs: The fees that you pay to our firm for investment management services are separate and distinct from the fees and expenses charged by investment companies (i.e., mutual funds, exchange traded funds, unit investment trusts and variable annuities). These fees are described in each fund's prospectus. These fees will generally include a management fee and other fund expenses. You will also incur transaction charges and/or brokerage fees when purchasing or selling securities. These charges and fees are typically imposed by the broker-dealer or custodian that executes the trade. The broker-dealer or custodian may also charge your account for custodial fees, retirement account fees, trust fees, exchange fees, redemption fees that may be assessed on investment company shares, transfer fees, account termination fees or other special service fees and charges. We do not share in any portion of these fees imposed by the broker-dealer or custodian. To fully

understand the total cost you will incur, you should review all the fees charged by investment companies, broker-dealers, our firm, and others. **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.**

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

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. Here are some examples to help you understand what this means:

- All investment advisers face conflicts of interest which are inherent in the business. Our primary source of compensation is through asset-based fees. Therefore, we are incentivized to acquire new clients and to increase assets under management.
- Other conflicts of interest result from other business activities we engage in and relationships we have with business partners and third parties, or affiliations we have established with other financial institutions. Specifically, we are representatives of Private Client Services (“PCS”), an SEC registered and FINRA member broker-dealer. And we receive commission-based compensation for buying and selling securities in our capacity as a registered representative with PCS. These include 12b-1 fees, service fees for the sale of mutual funds or annuity products. We also receive commission-based compensation for selling insurance in our capacity as licensed insurance agents. Commission-based compensation is separate from Affiance Financial’s fees. **Please refer to our Form ADV Part 2A for information on our conflicts of interest and how we address them at the following link:**
<https://adviserinfo.sec.gov/firm/summary/113200>

How do your financial professionals make money?

Our financial professionals receive salary based compensation, a percentage of advisory billings and/or bonuses based on the amount of client assets they bring to our firm. Therefore, our financial professionals have an incentive to encourage you to increase the assets in your account. Our financial professionals are insurance agents and registered representatives with Private Client Services, a securities broker-dealer. This creates a conflict of interest because these persons will receive additional commission-based compensation in connection with the purchase and sale of insurance and securities, including 12b-1 fees for the sale of certain investment company products. You are not required to purchase insurance or securities from our financial professionals.

Item 4 - Do you or your financial professionals have legal or disciplinary history?

No, our firm and financial professionals do not have legal and/or disciplinary history related to a regulatory event. **For a free, simple search tool to research us and our financial professionals please visit [Investor.gov/CRS](https://investor.gov/CRS).**

Conversation Starter. Ask your financial professional—

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

Item 5 - Additional Information

For additional information about our advisory services, please refer to our Form ADV Part 2A brochure available at <https://adviserinfo.sec.gov/firm/summary/113200>, and the individual Form ADV Part 2B brochure supplement(s) your financial professional provides. If you have any questions, need up-to-date information and/or need a copy of this Client Relationship Summary, please contact us at (800) 570-2941.

Conversation Starters. Ask your financial 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?*