

## CFP® Disclosure of Material Conflicts of Interest for Richard Mark Allison – License 046467

**Note:** *This disclosure, along with Form ADV 2A, 2B and our Investment Advisory Agreement assists in complying with that updated CFP® Code of Ethics and Standards of Conduct. The CFP Code of Ethics and Standards of Conduct delineates between advice offered **with** and **without** financial planning. Therefore, this section follows that delineation.*

### Investment Management Services without Financial Planning

Marian Financial Services, Inc., hereinafter referred to as “MarianFS”, offers Investment Management Services for an assets-under-management fee. Investment Management Services are where we are the Portfolio Manager or where we outsource portfolio management to Altruist or Morningstar both of which are unaffiliated Registered Investment Advisers. MarianFS, Altruist or Morningstar makes the buy and sell decisions for your account and implements the trading decisions on your behalf without contacting you in advance. You grant MarianFS, Altruist or Morningstar a Limited Power of Attorney (LPOA) that grants trading authority on your account. This is generally known as discretionary Investment Management Services.

MarianFS benefits financially if you open an account with our firm or Morningstar and agree to pay an assets-under-management fee. Further, if you add to your account, then we would benefit financially, because our fee is based on the total assets-under-management in your account. If you remove assets from your account, then our fee would correspondingly decline. Therefore, we have an incentive for you to maintain your current account balances and or increase your account balances. MarianFS is paid the full assets-under-management fee charged to your account. If we refer you to Altruist or Morningstar, then we must share your fee with them. This could be construed as a conflict of interest if we recommend MarianFS as the Portfolio Manager since we would earn 100% of the fee. However, the fee charged by Altruist or Morningstar could be higher than that charged by MarianFS which also could be construed as a conflict of interest. We recommend that you request a Proposal from Altruist, or Morningstar to compare against our MarianFS offering. Please refer to our website <https://www.marianfs.com> for MarianFS, Altruist and Morningstar’s Form ADV 2A, 2B, optional CRS and other disclosures.

Further, our only three Portfolio Management options are the Stocks, ETF and Mutual Fund portfolios managed by Mr. Allison, or the portfolios offered and managed by Altruist or Morningstar. No other Portfolio Management options are available through MarianFS and therefore, this could be considered a conflict of interest.

### Investment Management Services with Financial Planning

In addition to Investment Management Services for an assets-under-management fee as described above, at MarianFS, we include Financial Planning for no additional fee. However, it is a requirement that you sign this Investment Advisory Agreement for Investment Management Services in order to obtain Financial Planning for no additional fee. In addition, you must agree to use Right Capital®, our financial planning software vendor and link all of your asset and liability accounts to the Right Capital® system. If you do not agree to link all of your asset and liability accounts to the Right Capital® system, then you are not entitled to our Financial Planning services.

On a case-by-case basis, MarianFS may allow a client to hire us for Financial Planning services only through Right Capital® for a negotiated flat fee that ranges from \$600 - \$1,800 per year. Our negotiated flat fee in this case may be higher or lower than the MarianFS managed portfolio fee, the Altruist or Morningstar managed portfolio fee. This may constitute a conflict of interest.

The same conflicts of interest that are explained above (*Investment Management Services - Marian Financial Services, Inc. without Financial Planning*) apply to this service offering as well.

## **Retirement Planning Services for Employers and their Employees**

Through MarianFS, we offer tax-deductible fringe benefits for employers with qualified plans. This is called Retirement Planning Services as described in **IRS Publication 15-b**. This is a tax-deductible ordinary business expense to the employer with **no** W-2 or Form 5500 reporting requirements. The conflict of interest with Retirement Planning Services is *minimal to non-existent*. Employees are guaranteed not to be sold anything in writing as long as the employee is employed at the employer. The only conflict of interest exists *after an employee retires or is terminated from the employer*. At that point, then MarianFS will try and establish a relationship with that ex-employee. If successful, then the ex-employee would be subject to the conflicts of interest described in Investment Management Services sections both with and without Financial Planning above and also in our Form ADV 2A, 2B, and CRS for MarianFS and the Form ADV 2A, 2B, CRS and Appendix I for Morningstar Investment Services.

### **No Insurance License**

Richard Mark Allison is not licensed as an insurance agent in any state. If insurance services or support is needed, he recommends that you contact a licensed insurance agent of your choosing or deal directly with your existing insurance company for service assistance.

### **Other License Disclosures – Real Estate Sales Associate**

Richard Mark Allison is a licensed Real Estate Sales Associate with the State of Florida's Department of Business and Professional Regulation. His license number is SL 3177487. You can research his real estate license at: <https://myfloridalicense.com>. Mr. Allison refers all clients to a more experienced and more qualified real estate brokerage firm, INI Realty Investments, Inc. However, for those referrals, Mr. Allison may earn a referral fee from the real estate transaction. You are under no obligation to allow Mr. Allison to refer you to INI Realty Investments, Inc. and you are free to use a real estate brokerage firm, sales associate, or broker of your choice. If, however, you allow Mr. Allison to refer you to INI Realty Investments, Inc., and Mr. Allison is paid a referral fee, then this may constitute a conflict of interest since it is compensation over and above the normal compensation, he would earn from MarianFS.

### **Estate Guru**

Richard Mark Allison has a relationship with Estate Guru. Estate Guru is a national attorney network that allows Financial Planners like Mr. Allison to refer their clients to them for legal document creation. These legal documents are Wills, Revocable Trusts, Pour-over Wills, and other related legal documents such as Certificates of Trust, Health Care Proxies, Living Wills and Durable Powers of Attorneys.

**Mr. Allison is not an attorney and does not in any way, shape or form provide legal advice. All legal documents are created by a pre-screened attorney chosen by Estate Guru and licensed by the State Bar Association where the client resides. Mr. Allison does not share MarianFS fees with any attorney, or Estate Guru.**

Mr. Allison can earn fees for the preliminary work involved in referring clients to Estate Guru. The reason for this is that Mr. Allison helps in the data gathering process from the client, including inputting of data, client meetings and notary services. This expedites a quicker turnaround for the attorney drafting the documents. The fees for legal document creation with Estate Guru are very reasonable. For a Will it is \$249 per person and for a Revocable Living Trust is \$699 per person or for a joint trust for a husband and wife. (Fees are subject to change.) These fees are significantly less than using a local attorney. However, it is up to you as the client to compare legal fees considering the addition of Mr. Allison's fee for his time. Mr. Allison will earn a fee for his time, data gathering services, inputting data and client meetings related to assisting Estate Guru's licensed attorney. This fee is based on time commitment and ranges between \$250 to \$500. As an Investment Adviser Representative with MarianFS, Mr. Allison is licensed to charge fees for his time. You are advised to compare the cost of a local attorney against Estate Guru's licensed attorney fee, plus Mr. Allison's MarianFS fee which ranges from \$250 to \$500. In almost

all cases, you will find that the Estate Guru's licensed attorney fee plus Mr. Allison's MarianFS fee will be significantly lower than a local attorney's fee.

Having a local attorney may offer advantages over Estate Guru's attorneys that justifies the additional legal fees. **It is up to you as the client to evaluate what is best for your particular situation.** As a client, you are free to choose your own local attorney rather than go through Estate Guru's attorneys. There is no requirement to use Estate Guru's attorneys in order to obtain services from MarianFS.

### Conflict of Interest Statement

As part of an overall financial plan, the fact that Mr. Allison receives compensation from the sale of real estate purchases or sales referrals, then this means that:

- a) a conflict exists between your interests and the interests of Mr. Allison;
- b) you are under no obligation to act upon Mr. Allison's recommendations; and
- c) if you elect to act on any recommendations, then you are under no obligation to affect the transaction through Mr. Allison.

### Client Acknowledgment

Client(s) acknowledges receipt of the CFP® Disclosure of Material Conflicts of Interest sections above by their signature(s) below.

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Client Name

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Co-Client Name

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Client Signature

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Co-Client Signature

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Date

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Date

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Signature by Richard M. Allison

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Date