

# Customer Relationship Summary

Wipfli Financial Advisors, LLC ADV Part 3 and Form CRS

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## Item 1: Introduction

Wipfli Financial Advisors, LLC (“WFA”) is registered with the Securities and Exchange Commission (SEC) as an investment adviser. Brokerage and investment advisory services and fees differ, and it is important that you understand the differences. Free and simple tools are available online to research firms and financial professionals at [www.Investor.gov/CRS](http://www.Investor.gov/CRS). The site also provides educational materials about broker-dealers, investment advisers and investing. Detailed information about WFA is provided in our Form ADV Part 2A (the “Client Brochure”), which can be found online at [www.wipflifinancial.com/disclosures](http://www.wipflifinancial.com/disclosures).

## Item 2: Relationships and services: What investment services and advice can you provide me?

WFA provides investment advisory services, including discretionary and non-discretionary investment management, financial planning, and consulting services to a wide variety of retail clients. When you engage WFA to provide discretionary investment management services, we shall monitor, on a continuous basis, the investments in the accounts over which we have discretionary authority as part of our investment management service. Furthermore, when engaged on a discretionary basis, we shall have the authority, without prior consultation with you (unless you impose restrictions on our discretionary authority), to buy, sell, trade and allocate the investments within your account(s) consistent with your investment objectives. WFA offers retail clients two different service offerings for investment advisory services: (1) Standard Investment Advisory Services; and (2) Avid Investor Services. You may also engage WFA for financial planning or consulting services to provide periodic reviews and recommendations regarding your investment goals and objectives, retirement planning, tax planning, education, cash flow, investment and insurance planning. Once a plan has been developed and presented to you, we will review it periodically together, along with any implementation recommendations, and will stand ready to answer any of your questions while providing these services. WFA will not, however, actively monitor any implementation recommendations or any of your accounts not under our management. WFA does not limit the scope of our investment advisory services to proprietary products or a limited group or type of investment.

Our minimum annual fee for Standard Investment Advisory Services is generally \$5,000, regardless of the value of the assets. However, our Avid Investor Services offering does not require a minimum annual fee or minimum asset level. **Additional information:** For more detailed information about WFA’s *Advisory Business* and the *Types of Clients* we generally service, please review Items 4 and 7, respectively, of our Client Brochure.

**Conversation starters (We encourage you to start a conversation with your financial professional and ask the following questions):** *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: Fees, costs, conflicts and standard of conduct: What fees will I pay?

WFA provides investment management services on a fee basis that is a percentage of assets under management. Our annual investment advisory fee shall be prorated and paid quarterly in advance, based upon the market value of the assets on the last business day of the previous quarter. Unless specifically agreed upon, our fees will be deducted directly from your account. WFA’s annual investment management fees are negotiable and vary among our two retail service offerings. Generally, the fee for (1) Standard Investment Advisory services is tiered and ranges between 0.30% to 1.00% with a minimum quarterly fee of \$1,250 or 0.75% of the assets – whichever is less; and (2) Avid Investor Services is a flat 0.90% with no minimum fees. We may provide financial planning and consulting services on a stand-alone, separate-fee basis. Our standard fee for these services is \$2,500 for the first

year and \$1,800 per year for all subsequent years. Financial planning fees may be adjusted or waived at our discretion. Please review Item 5 in our Client Brochure for more information about our fees.

**Other fees and costs:** In addition to WFA's fees, you will incur additional fees and costs related to the investment assets in your account managed by us. These additional fees may include custodial fees, account maintenance fees, transaction costs, surrender charges or redemption costs, wire transfer and electronic fund transfer fees, as well as internal operating expenses and management fees at the fund level. If WFA has recommended third-party sub-advisors and/or private funds for your investment account, you will pay additional fees charged by these third parties.

You will pay fees and costs whether you make or lose money on your investments. Please make sure you understand what fees and costs you are paying, as they can add up and ultimately will reduce any amount of money you make on your investments. WFA generally aggregates clients' assets with assets of their lineal family members who are also our clients, to allow all members of the family to achieve the most favorable fee breakpoints. WFA also offers fee allowances for certain qualifying clients who are also tax clients of our affiliated CPA firm, Wipfli LLP. For more detailed information about the fees and costs related to our management of your account and other services, please review Items 5 and 10 in our Client Brochure.

**Conversation starters:** *Help me understand how these fees and costs may 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?*

- **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 WFA acts as your investment adviser, we have to act in your best interest and not put our interests 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 services and investment advice we provide you. **An example of how you can ask for clarification of what this means:** *How might your conflicts of interest affect me, and how will you address them?*

- **How do your financial professionals make money?**

Our financial professionals are compensated by salary and annual bonus. The bonus may be impacted by WFA's profitability and either (1) new business development, or (2) net asset flows. This is a conflict of interest because our financial professionals have an incentive to encourage clients to increase assets in their accounts that we manage.

**Additional information:** For more detailed information about our conflicts of interest, please review Items 4, 5 and 10 of our Client Brochure.

#### **Item 4: Disciplinary history: Do you or your financial professionals have legal or disciplinary history?**

No for our firms. Yes, for our financial professionals. We encourage you to visit [www.Investor.gov/CRS](http://www.Investor.gov/CRS) to research our firms and our financial professionals.

**Furthermore, we encourage you to ask your financial professional:** *As a financial professional, do you have any disciplinary history? If so, for what type of conduct?*

#### **Item 5: Additional information**

Additional information about WFA is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching our firm's CDR Number 109983. You may also contact our Chief Compliance Officer with any questions related to this Customer Relationship Summary, our Client Brochure, or to request a copy of either document. Our Chief Compliance Office can be reached at [ComplianceTeam@wipflifinancial.com](mailto:ComplianceTeam@wipflifinancial.com) or by phone at (608) 270-2918.

**Other conversation starters:** *Who is my primary contact person? Is he or she a representative of an investment adviser or broker-dealer? Who can I talk to if I have concerns about how this person is treating me?*