



## Customer Relationship Summary

Clark Financial LLC is an investment adviser that operates in Texas.

Brokerage and investment advisory services and fees differ, and that it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

### What investment services and advice can you provide me?

- We offer to retail investors asset-based fee investment advisory services and financial planning services.
- We provide custom management of personal or retirement accounts (IRAs), on a discretionary basis, which means trading in your account without asking, but according to your risk tolerance and objectives. You can also always direct us to buy and sell certain investments in the same account, which is considered non-discretionary.
- We will review all accounts and contact you by phone or email at least annually and clients will receive statements directly from their account custodian(s) or us on at least a quarterly basis.
- Our investment advice will cover a limited selection of investments. Other firms could provide advice on a wider range of choices, some of which might have lower costs.
- There are no requirements to open or maintain an account (e.g., minimum account size or investment amount)
- We also provide hourly fee based financial planning services that may include recommendations for portfolio customization based on your investment objectives, goals, and financial situation. Financial planning services may also include recommendations relating to investment strategies as well as tailored investment advice.

**For additional information**, please see <https://clark-financial.com/services/> and click the brochures link.

### **CONVERSATION STARTER: 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?

### What fees will I pay?

Asset Management Fees (These fees may be negotiated by us, at our sole discretion.)	
Non-Qualified Clients OR Qualified clients who opt-out of the performance fee:	Qualified Clients with performance fee: (Must have a net worth of \$2.1 Million+)
1.00%-2.50% per year depending on your account size	0.25%-2.00% per year depending on account size plus performance fee of 20% of gains

- Asset management fees will be automatically deducted from your account on a quarterly basis.
- The amount paid to our firm and your financial professional generally does not vary based on the type of investments we select on your behalf. The asset-based fee reduces the value of your account and will be deducted from your account.
- Some investments (such as mutual funds and variable annuities) impose additional fees that will reduce the value of your investment over time. Also, with certain investments such as variable annuities, you may have to pay fees such as “surrender charges” to sell the investment.
- All fees paid to us for investment advisory services are separate and distinct from the expenses charged by mutual funds.
- Our fees vary and are negotiable. The amount you pay will depend, for example, on the services you receive and the amount of assets in your account.

- You will pay a transaction fee when we buy and sell an investment for you. You will also pay fees to a broker-dealer or bank that will hold your assets (called “custody”).

**Hourly fees (These fees may be negotiated by us, at our sole discretion.)**

You can also get financial planning advice provided based on an hourly fee. The hourly fee will be billed at a rate of \$100/hour. Hourly fee-based clients are billed on a monthly basis upon completion of work performed.

- 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.

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**CONVERSATION STARTER: 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?

## 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:
- The more assets you have in the advisory account, including cash, the more you will pay us. We therefore have an incentive to increase the assets in your account in order to increase our fees. You pay our fee quarterly even if you do not buy or sell.

**CONVERSATION STARTER: Ask your financial professional:**

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

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## How do your financial professionals make money?

- Our financial professionals receive the same pay regardless of the amount of client assets they service; the time and complexity required to meet a client’s needs; the product sold; product sales commissions; or revenue the firm earns from the financial professional’s advisory services or recommendations.

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

- No. Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

**CONVERSATION STARTER: Ask your financial professional:**

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

**For additional information**, and a copy of this relationship summary go to <https://clark-financial.com/> If you would like additional, up-to-date information or a copy of this disclosure, please call (972)896-9920.

**CONVERSATION STARTER: 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?