



M Financial Asset Management, Inc. (“M Wealth”) is registered with the United States Securities and Exchange Commission as an investment adviser. Brokerage and investment advisory services and fees differ; 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.

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

We offer investment advisory services to retail investors through our Investment Management Services (“IMS”) and our Managed Portfolio Program (“MPP”). Through our IMS, we will create a customized portfolio for you, with weightings in specific securities and market sectors that are based on your financial situation, goals and objectives, and taking into consideration all of your holdings and investments. This service has a minimum of \$1,000,000 per household. Through our MPP, we offer you the choice of eighteen risk-based model portfolios that we have developed through the selection of specific securities to represent market sectors or investment strategies. The minimum account size for the MPP is between \$10,000 and \$25,000, depending on which model you select. We deliver these services in three distinct methods: as a sub-advisor, as a direct portfolio manager, and as a wrap fee program sponsor. You and your financial professional will select the service that is best suited to your financial profile and account requirements.

With both services, we monitor portfolios on a quarterly basis, and provide your financial professional with performance reports. At least once a year, we analyze portfolios for any necessary trading to realign specific market sector allocations. We review any withdrawal or deposit of funds to determine how to best execute transactions to maintain your stated allocation. We are available to review portfolios with you at any time as part of our standard service. We have an investment committee that meets quarterly to review our services, strategies, model allocations, and performance alongside current economic factors. In providing our services, we accept discretionary authority to place trades in your accounts without contacting or obtaining your approval prior to placing trades. While you have the ability to request restrictions on our discretionary authority, you must do so in writing and we must agree to the restrictions.

You can find additional information about our advisory services in our Form ADV Part 2A, Items 4 and 7, and about our wrap fee program in Form ADV Part 2A Appendix 1, Items 4 and 5, at <https://adviserinfo.sec.gov/firm/brochure/136694>.

#### **Conversation starters:**

- *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?**

Your fee will be assessed quarterly in arrears as a percentage of your assets under our management. The maximum fee for IMS is 1.30% and for MPP is it 1.36%. You will establish your fee with your financial professional. In many cases, higher asset tiers will carry lower marginal fees. Because of our fee structure, the more assets in your advisory accounts, the more you will pay in fees, and we may therefore have an incentive to encourage you to deposit more assets in your account and help your investments grow in value. However, we will only recommend services and products that are in your best interest and based on the financial information you provide us.

Fees paid to us are separate from fees and expenses charged by others, such as internal investment product costs and custodial fees, such as account maintenance charges, retirement account fees, and transaction costs. These costs and fees will vary depending on your investment holdings and your custodian of choice. We can offer our services at different custodians, and have no affiliation to them. Our MPP wrap fee program includes transaction costs as part of the advisory

fee, while our IMS service does not include transaction costs. If appropriate, we may recommend a third-party investment manager to you, and their fees will be in addition to ours. 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.

Additional information about the fees and costs are available in Section 5 of our Form ADV Part 2A brochure and Section 4 of our Wrap Brochure at <https://adviserinfo.sec.gov/firm/brochure/136694>.

Conversation starters:

- *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 must act in your best interest and not put our interest ahead of yours. At the same time, the way we generate income creates some inherent 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.

We are compensated from advisory fees based on the value of the assets under management. We are a subsidiary of M Financial Group that has affiliations that create a financial incentive for us to offer certain products or services that generate different revenue. Our affiliated broker-dealers are M Holding Securities, Inc. ("M Securities") and M Financial Securities Marketing, Inc. Our affiliated investment advisers are M Securities and M Financial Investment Advisers, Inc. Certain personnel of M Wealth are also separately licensed with M Securities. When you use our services, we, or one of our affiliates, can receive revenue. For additional information on our affiliated entities, please visit <https://mfin.com/disclosure>. M Wealth may receive client referrals from our affiliates or from independent third parties, to whom we pay referral fees. We address conflicts of interest by adhering to our Code of Ethics; you may request a copy by sending an email to [mhscompliance@mfin.com](mailto:mhscompliance@mfin.com), or by calling us at (800) 508-1820.

Additional information, including how we seek to mitigate our conflicts of interest, please see Sections 11, 12, and 17 of our Form ADV Part 2A brochure, available online at <https://adviserinfo.sec.gov/firm/brochure/136694> or by visiting <https://mfinwealth.com>.

Conversation starters:

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

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

Financial professionals of M Wealth receive a salary from our parent company, M Financial Group. This is unlike most financial professionals that offer our services, who receive a portion of the advisory fees on the assets that they manage.

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

No, M Wealth does not have any legal or disciplinary history. You can use free and simple tools to research us, and any financial professional, by visiting <https://www.investor.gov/CRS>.

Conversation starters:

- *As a financial professional, do you have any disciplinary history? For what type of conduct?*
- *Who is my primary contact person?*
- *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?*

You can find additional information about us by visiting our website, <https://mfinwealth.com>. You can request an additional copy of this relationship summary, or any up-to-date information about us by calling (800) 508-1820 or by email at [mwealth@mfin.com](mailto:mwealth@mfin.com).