

Elite Financial, Inc.

An investment advisor registered with the Securities and Exchange Commission.

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Is an Investment Advisory Account right for me?

There are different ways you can get help with your investments. You should carefully consider which types of accounts and services are right for you.

We are an investment advisor and provide investment advisory services rather than brokerage services.

Brokerage and investment advisory services and fees differ, and it is important for the retail investor to understand the differences. This document gives you a summary of the types of services we provide and how you pay. Please ask us for more information, and additional question suggestions are shown in the blue text boxes. 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 advisors and investing. You will find free tools to research firms and financial professionals at investor.gov/CRS.

Relationships and Services

What investment services and advice can you provide me?

- *When you open an advisory account, you will pay an on-going fee based on the value of your assets on a quarterly basis.*
- *We will offer you financial and retirement planning, investment management services and provide financial advice on a regular basis. We will discuss your financial goals and design an investment strategy and/or financial plan to help you achieve your goals. We will regularly monitor your accounts and on a quarterly basis, we will provide you an update on your account by phone, email, statements, or quarterly updates.*
- *We manage accounts on a discretionary basis, which means you give us the authority to make trades in your accounts without asking you first. We can select any investments available through the custodian you select to hold your assets. In some cases, a client may have a lower fee based on a familial relationship or otherwise existing arrangement.*

For additional information about our services please refer to our ADV Part 2A on our website and scroll to Items 4, 5 and 7.

- ✓ *Given my financial situation, should I choose an investment advisory service? Why or why not?*
- ✓ *How will you choose investments you recommend to me?*
- ✓ *What is your relevant experience, including your licenses, education, and other qualifications?*
- ✓ *What do these qualifications mean?*

Fees, Costs, Conflicts and Standard of Conduct

What fees will I pay?

- *For advisory services we charge an ongoing fee that is based on the value of your assets. Typically, these fees are charged on a quarterly basis. Our fee varies and are clearly stated in the agreement you sign with us. In no case will the advisory fee exceed 1.5% annually.*
- *For financial planning we charge an hourly rate of \$250 per hour.*
- *Investment management and financial planning fees may be waived or lowered depending on the amount of assets of the client, complexity of the issues, familial relationship, etc.*

- In addition to our advisory fees, you are also responsible for all fees charged by the custodian or broker/dealer (firm that holds your assets), as well as fees charged by the actual investments (internal expenses in mutual funds and exchange-traded funds, etc.).
 - You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce the money you will make over time. Please make sure you understand what fees and costs you are paying. For more information on our fees, please refer to our ADV Part 2A and scroll to Item 5.
- ✓ If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?
- ✓ Help me understand how these fees and costs might affect my investments.

What are your legal obligations to me when acting as my investment advisor? How does your firm make money and what conflicts of interests do you have?

When we act as your investment advisor, we must 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: We make more revenue with more assets and we can sell insurance and make commissions. As fiduciaries, we strive to work in your best interest, while fully disclosing any actual or potential conflicts of interests. For more information, please refer to our ADV Part 2A.

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

The nature of our fee creates a conflict of interest to obtain as many of your assets as possible to generate more fee revenue. Additionally, some of our Representatives may also sell insurance products. This can create a conflict where the commission proceeds are higher than advisory fees.

How do your financial professionals make money?

Our financial professionals make money from advisory fees and the sales of insurance products. Any conflicts of interest are disclosed here or in the other referenced documents.

Disciplinary History

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

No, our financial professionals do not have any material legal or disciplinary events to disclose.

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

Additional Information

- ✓ *Who is my contact person? Is he or she a representative of an investment advisor or a broker dealer?*
- ✓ *Who can I talk to if I have concerns about how this person is treating me?*
- *Visit Investor.gov/CRS for a free and simple tool to research us and our investment professionals.*
 - *To obtain our most recent ADV Part 2A, 2B or Relationship Summary, please call us at 208.746.2007.*
 - *If you have any questions, please call us at 208.746.2007.*

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