



## **CRAWFORD FINANCIAL SERVICES**

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Dear Client,

This year will mark the 22<sup>nd</sup> year since Crawford Financial Services (CFS) first opened its doors. Over the years we have experienced tremendous growth thanks to the trust and confidence provided to us by our many loyal clients, friends, and family. We are extremely proud of our staff, the products, the strategies, and the technology of which we have continuously upgraded in order to help achieve our client's financial goals and to keep pace with the ever-changing financial planning landscape.

I am extremely excited to announce that over the next several weeks, CFS will be embarking on the most extensive upgrade of our products, strategies, and technology yet. The most significant upgrade will be a change of broker-dealer from Hornor, Townsend & Kent, Inc. (HTK) to Kestra Financial, Inc. Kestra will provide us with a state-of-the-art broker-dealer platform, along with the tools and the expertise to assist CFS in navigating the future financial planning landscape.

### **Impact**

You can expect no change in your relationship with CFS and little to no impact to your current plan or accounts. That being said, your signature of approval will be required to move your accounts from HTK to Kestra.

### **Next Steps**

Over the coming days you will receive a call from us to discuss any questions you may have regarding this change and to arrange for a time to sign the required acknowledgements either in person or electronically. It is important that you complete this requirement quickly to ensure minimal interruption in the servicing of your accounts.

### **Thank You**

On behalf of CFS, I want to thank you for your trust and for the opportunity to help you meet your financial goals. We look forward to sharing the many benefits this transition will bring to both you and our firm.

Sincerely,

*Scott*

Scott C. Crawford  
President