

## Form ADV Part 3: Relationship Summary Vision Financial Management, LLC

### Introduction

Vision Financial Management is an investment adviser registered with the U.S. Securities and Exchange Commission. We offer clients investment advisory services. Clients should understand that the services we provide and fees we charge are different than those of a broker-dealer, and that it is important to understand the difference between the two. Free and simple tools are available to research firms and financial professional at <https://www.investor.gov/CRS>, which also provides educational materials about investment advisers, broker-dealers and investing.

### What Investment Services and Advice Can You Provide Me?

**Description of Services:** Vision Financial Management offers investment advisory services to retail investors. These services include our Vision Financial Asset Management Program Services, the Model Wealth Portfolios program, Optimum Market Portfolio's program, referrals to third-party investment adviser firms, and Financial Planning Services.

Asset management services involve us, either directly or through the use of sub-adviser(s), evaluating, selecting, and actively managing and trading your account(s). We will discuss your investment goals and design a strategy to try and achieve your investment goals. As a standard part of our services, we will continuously monitor your account when providing asset management services and contact you at least annually to discuss your portfolio. All our asset management services are offered through wrap fee programs. You can choose whether you'd like us to provide services on a **discretionary** basis (we will have the authority to determine the type and amount of securities to be bought or sold in your account) or a **non-discretionary basis** (we will have to confirm any trades in your account with you before we place them). We also provide financial planning services which involve us creating a written financial plan for you which covers mutually agreed upon topics. For information about our services, see **Item 4** of our **Form ADV Part 2A**. For information about investment authority, see **Item 16** of our **Form ADV Part 2A**.

**Limited Investment Offerings:** We primarily recommend mutual funds and ETFs. We do not sponsor and therefore do not recommend or offer advice on any of our own proprietary products.

**Account & Fee Minimums:** There are no minimum investment amounts or account sizes required for establishing an account with us. The minimum fixed fee generally charged for financial planning services is \$750.

**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?

**Description of Principal Fees & Costs:** Our fees are charged based on a percentage of assets under management, billed in advance on a quarterly calendar basis, and calculated based on the fair market value of your account as of the last business day of the previous billing period. Annual fees for asset management services will be between 1.00% and 2.00%. Because our fee is based upon the value of your account we have an incentive to recommend that you increase the level of assets in your account. We utilize a wrap fee program which means that the fee you pay us covers both our advisory services and the transaction fees imposed by LPL as the broker-dealer. Since a wrap fee covers transaction expenses it tends to be higher than non-wrap fee alternatives. You will also be charged internal fees and expenses by the funds we invest in within your account. For more information about the fees we will charge you and expenses you will incur, please see **Item 4** of the respective **Form ADV Part 2A: Appendix 1**. We provide financial planning services under a fixed fee arrangement. The minimum fixed fee is generally \$750, and the maximum fixed fee is generally no more than \$5,000. Any fees we charge for financial planning services will not cover the costs associated with implementing any recommendations we make.

**Additional Information:** 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. For more information about the fees we charge and the other fees and expenses you will incur, please see **Item 5 of Form ADV Part 2A**.

**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?**

**Standard of Conduct:** 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 two examples to help you understand what this means. (1) We will ask that you establish an account with LPL to maintain custody of your assets and to affect trades for your account. Our requirement to use LPL is not based solely on your interest in receiving the best execution possible. We also recommend LPL because we are registered brokers with LPL and because they provide us with research, products and tools that help us manage and further develop our business operations. These arrangements create a conflict of interest. (2) Some of our investment adviser representatives also serve as insurance agents. Through their role as such they can sell, for commissions, various insurance products. We have a conflict of interest in recommending these products to you because of the potential for additional revenue.

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

**Additional Information:** For more information about our conflicts of interest and the ways we are compensated, please see **Item 5, Item 10, Item 12, and Item 14** of our **Form ADV Part 2A**.

**How Do Your Financial Professionals Make Money?**

**Description of Salary/Payment of IARs:** We compensate our investment adviser representatives based on the level of assets that the representative brings in to us. This creates a conflict of interest as it gives your representative an incentive to recommend you invest more in your account with us due to the potential for increased payments. Our representatives also serve as licensed insurance agents. When acting in this capacity, the representative will receive commissions for selling insurance products. This creates a conflict of interest when the representative recommends you purchase insurance products through him or her. Our representatives also serve as registered representatives of LPL, a securities broker-dealer. When acting in this separate capacity, the representative will receive commissions for selling securities which creates a conflict of interest.

**Additional Information:** For more information about these conflicts of interest, please see **Item 10** of our **Form ADV Part 2A**.

**Do You or Your Financial Professionals Have Legal or Disciplinary History?**

**No.** You can look up more information about us and our investment adviser representatives at <https://www.investor.gov/CRS>.

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

**Additional Information About Vision Financial Management**

Additional information about us and a copy of this relationship summary are available on the Internet at <https://www.visionfinancialmanagement.net/>. You can also find our disclosure brochures and other information about us at <https://adviserinfo.sec.gov/firm/summary/170003>. If you have any questions or want an up-to-date copy of this relationship summary, we can be reached by phone at 330-929-9900.

**Conversation Starters:** *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?*