



CALIFORNIA
FINANCIAL
ADVISORS

A Summary of Your Advisory Relationship with California Financial Advisors

ITEM 1 INTRODUCTION

California Financial Advisors (CFA) is registered with the Securities and Exchange Commission (SEC) as an Investment Advisor. Brokerage and investment advisory services and fees differ and it is important for you to understand the differences. The SEC offers free and simple tools to research firms and financial professionals at <https://www.investor.gov/CRS> which also provides information tailored to educate retail investors about financial professionals.

ITEM 2 RELATIONSHIPS AND SERVICES

WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE ME?

NON-DISCRETIONARY INVESTMENT ADVISORY SERVICES

These accounts are continuously monitored. Because they are non-discretionary, you make the ultimate decision regarding the purchase or sale of investments.

DISCRETIONARY INVESTMENT ADVISORY SERVICES

With this type of account, you give us the ability to use our discretion for certain types of transactions without getting your prior approval. These accounts are continually monitored.

FINANCIAL PLANNING

This is an hourly service, where we provide financial planning advice in agreed upon areas. This service does not include any ongoing monitoring but can be periodically reviewed or updated at your request.

For investment advisory services, our firm requires a minimum of \$100,000 to open an account. We do not offer any proprietary products and receive no compensation from the investments we recommend.

CONVERSATION STARTERS

Ask your financial professional:

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

ADDITIONAL INFORMATION

For additional information including minimum investment amounts, please see

<https://adviserinfo.sec.gov/firm/summary/110152> for our Form ADV, 2A brochure (Items 4 and 7 of Part 2A or Items 4.A and 5 of Parts 2S Appendix 1

ITEM 3 FEES, COSTS, CONFLICTS AND STANDARD OF CONDUCT

WHAT FEES WILL I PAY?

For investment advisory services our fees are assessed quarterly and are disclosed in our Form ADV, Part 1A, Item 5.E and more fully described in our Form ADV, Part 2A, items 5 A, B, C and D. Some fees create a conflict of interest described below and in more detail in our Firms Part 2A. Since our firm charges you asset-based fees, more assets in the account will cause you to pay more in fees and, therefore, we may have an incentive to encourage you to increase the amount of money invested in those accounts. In addition to the asset-based fees our firm charges, you may also be charged by the custodian of the account to compensate them for their recordkeeping, reporting, and transaction processing. There are also internal operating expenses associated with certain investments such as mutual funds and exchange traded funds. Our firm receives no portion of any custodial expenses or investment company expenses.



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***WHAT ARE YOUR LEGAL OBLIGATIONS TO ME WHEN ACTING AS MY INVESTMENT ADVISOR?
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. As 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 examples to help you understand what this means:

- Our firm makes money by charging asset-based fees, so we have an incentive to encourage you to invest more money with us.
- We do not have any incentive to recommend a particular investment over another as we do not receive any compensation from the investments we recommend.

HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?

Our professionals are compensated as a portion of the asset-based fees we charge your account.

CONVERSATION STARTERS

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

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 detailed information about our fees and costs please review our Form ADV, Part 2A brochure (specifically Items 5A, B, C and D), which can be found at <https://adviserinfo.sec.gov/firm/summary/110152>

ITEM 4 DISCIPLINARY HISTORY

DO YOU OR YOUR FINANCIAL PROFESSIONALS HAVE LEGAL OR DISCIPLINARY HISTORY?

Our firm has no disciplinary history.

CONVERSION STARTERS

Ask your financial professional:

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

ADDITIONAL INFORMATION

Visit <https://www.investor.gov/CRS> for a free and simple search tool to research our firm and our financial professionals.

ITEM 5 ADDITIONAL INFORMATION

You can find additional information about our services and request a copy of the relationship summary by visiting <https://www.calfinad.com/> or emailing chume@calfinad.com or calling 925-275-1000.

CONVERSATION STARTERS

Ask your financial professional:

- *Who is my primary contact person?*
- *Are they 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?*

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California Financial Advisors is a Registered Investment Advisor