



June 16, 2021

### **Item 1: Introduction**

First Affirmative Financial Network, LLC (“we”) is registered with the Securities & Exchange Commission (“SEC”) as an investment advisor. Our services and fees are different than the services provided by a brokerage firm. It is important to us that you understand the differences. At [Investor.gov/CRS](https://Investor.gov/CRS), research firms and financial professionals can access free and simple tools and also provides educational materials about broker-dealers, investment advisors, and investing.

### **Item 2: Relationships and Services**

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

*For more information about our services, please see our [ADV Disclosure Brochure](#).*

We can provide you (a retail investor) investment advice on a discretionary basis. You can access our services either solely through First Affirmative by establishing a relationship with one of our investment adviser representatives or in conjunction with a relationship you establish with another investment adviser or broker-dealer, who are independent of First Affirmative, but who offer access to our services. We also offer non-discretionary administrative services to independent investment advisers or broker-dealers.

We will ask you about your investing goals, your risk tolerance, and other information to develop an Investment Policy Statement (IPS), which is your investment strategy. We will not make changes to your investment strategy without your written approval. However, we provide our services on a discretionary basis, so we do not obtain your permission prior to buying or selling securities necessary to implement your strategy. As a part of our standard services we monitor investor accounts and attempt to review accounts quarterly. Please see our [ADV Disclosure Brochure](#) under Client Account Reviews for more information. Some of our investment programs are available through wrap fee programs, whereas others are not. See our [ADV Disclosure Brochure](#) for a description of the investment programs and their availability. Minimum investment required is generally \$25,000, which is negotiable under certain circumstances.

We incorporate sustainable, responsible, impact investing (SRI) and environmental, sustainability and governance investing (ESG) into your investing strategy, which allows you to include or exclude companies or industries from your portfolio consistent with your social goals. We primarily use equity securities, mutual funds, exchange traded funds and in some cases, individual bonds. We do not use proprietary investment vehicles.

We also offer financial planning services through some of our investment advisor representatives. Financial planning services are not included as part of our investment advisory services and you must pay separate fees for the financial planning service, which are charged based on a flat fee or an hourly basis.

**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?**

### **Item 3. Fees, Costs, Conflicts, and Standard of Conduct**

#### ➤ **What fees will I pay?**

We will charge you fees based on a percentage of the average daily balance of your assets under management with us over the previous calendar quarter. The percentage will differ depending on the investment strategy you

choose, including whether the strategy is available through a wrap fee program. Wrap fees include the charges for our advice, the fees for custody of your assets, and the cost to execute your trades. The wrap fee does not include incidental charges such as wire fees. If you choose an investment program not offered through a wrap fee program, the asset-based fee will cover our advisory services, but not the cost of custody or trade execution. Because wrap fees include the cost for advice, custody and trade execution, the fee you pay may be more than if you were to pay for these services individually and are more than fees just for advisory services. *Please see our [Folio Wrap Fee Brochure](#) and our [Orion Wrap Fee Brochure](#) for more information about wrap fee costs, and our [ADV Disclosure Brochure](#), Item 5.E. for a schedule of fees by investment strategy.*

*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.*

**Conversation Starter:** 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 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 is an example to help you understand what this means. As your account grows, we will make more and therefore have an incentive to increase the assets in your account(s).*

*For more information about conflicts of interest please see our [ADV Disclosure Brochure](#).*

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

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

Our financial professionals receive a portion of the asset-based fees that you pay us to manage your account, which can provide them an incentive to increase assets in your account. They also may receive an incentive to attend the certain industry Conference(s), which is based upon assets under management and thus provides the same incentive to increase assets in the account.

#### **Item 4: Disciplinary History**

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

No, neither First Affirmative nor its IARs have not been subject to any disciplinary or legal events. You should visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and easy search tool to research First Affirmative and your financial professional.

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

#### **Item 5: Additional Information**

You can find more information on us and our services at [www.firstaffirmative.com](http://www.firstaffirmative.com). Under the For Investors tab, Individual Investors, you can find our [ADV Disclosure Brochure](#), [Folio Wrap Fee Brochure](#), [Orion Wrap Fee Brochure](#), and a copy of this Client Relationship Summary. We can also be reached at 719-478-7036.

**Conversation Starter:** Who is my primary 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?