

RFM Financial Solutions, LLC
Form CRS Customer Relationship Summary June 2020

Introduction

RFM Financial Solutions, LLC (“RFMFS”) is registered with the Securities and Exchange Commission (SEC) as an investment adviser. Brokerage and investment advisory services and fees differ and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at www.investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

PORTFOLIO MANAGEMENT SERVICES: RFMFS provides continuous advice to clients and an investment policy is developed based upon client goals. RFMFS creates and manages this investment policy. RFMFS manages advisory accounts on a discretionary and non-discretionary account management basis. RFMFS’ minimum required balance for discretionary accounts is \$50,000. This minimum is negotiable under certain circumstances. RFMFS does not require a minimum account balance for non-discretionary accounts. **When engaged on a discretionary basis, we will buy and sell investments in your account as appropriate without requiring your pre-approval on an ongoing basis until you notify us in writing to switch. You may impose reasonable restrictions. When engaged on a non-discretionary basis, you make the ultimate decision regarding the purchase or sale of investments.** **PENSION CONSULTING SERVICES:** We also provide clients’ pension, profit sharing and 401(k) advisory services. RFMFS’ Pension Consulting Services are comprised of three distinct services; Selection of Investment Vehicles, Monitoring of Investment Performance and Employee Communications. **FINANCIAL PLANNING:** RFMFS provides financial planning services evaluating clients’ current and future financial state by predicting future cash flows, asset values and withdrawal plans. **CONSULTING SERVICES:** RFMFS provides clients with more focused or limited basis investment advice, which includes periodic reviews, rebalancing client holdings, and advice on estate planning and retirement planning.

For additional information, please see Items 4 and 7 of our Form ADV, 2A Brochure (Part 2A) available at:

<https://adviserinfo.sec.gov/firm/summary/124468>

Conversation Starters. Ask your financial professional...

- Given my financial situation, should I choose an investment advisory service? Should I choose a brokerage service? Should I choose both types of services? 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?

RFMFS’ annualized fee for **PORTFOLIO MANAGEMENT SERVICES** is charged as a percentage of assets under management with the annual fee ranging from .5% to 1%. Our fees are billed in arrears at the end of each calendar quarter based upon the value of the client’s account at the end of the previous quarter. RFMFS requires a minimum annual fee of \$1,000 for its Portfolio Management Services, therefore clients with assets below \$100,000 will pay advisory fees higher than our stated fee schedule. Although RFMFS has established the aforementioned fee schedule, we retain the discretion to negotiate alternative fees on a client-by-client basis. RFMFS charges a fee of 0.75% of assets under advisement (with a non-negotiable minimum annual fee of \$75) for **PENSION CONSULTING SERVICES**. These fees are calculated on a quarterly basis in arrears and are deducted directly from the client’s investment account. Our **FINANCIAL PLANNING** fees are calculated and charged on an hourly basis, ranging from \$95 to \$250 per hour depending on the professional(s) providing this service. The client is billed in full upon completion and delivery of the financial plan. Our **CONSULTING SERVICES** fees are calculated and charged on an hourly basis, ranging from \$95 to \$250 per hour. The client is billed monthly in arrears based on actual hours accrued.

Some fee arrangements create conflicts of interest described in more detail in our Form ADV, Part 2A. There are other fees and costs related to our investment advisory services and investments in addition to the principal fees and costs listed above that you will pay directly or indirectly. You should understand that the fees discussed above are specific to what we charge and do not include certain charges imposed by third parties, such as custodial fees, exchange traded or mutual fund fees and expenses, brokerage fees and commissions, and other fees and taxes on brokerage accounts and securities transactions. **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 additional information, please see Item 5 of our Form ADV, 2A Brochure (Part 2A) available at:

<https://adviserinfo.sec.gov/firm/summary/124468>

Conversation Starter. 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?

What are your legal obligations to me when providing recommendations as my broker-dealer or 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 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 recommendations and investment advice we provide you.

It is important to understand that the more assets held in a retail client's account, the more the client will pay in fees. We therefore have an incentive to encourage a client to increase the assets in his/her account. In addition, as previously mentioned, our minimum account size is negotiable under certain circumstances and at our discretion. Should we agree to waive this minimum account size, we would receive less compensation for services provided. We, therefore, have a disincentive to waive this minimum. Additionally, the more assets the client has in his/her account, the more we receive in fees. We therefore have an incentive to encourage a client to increase the assets in his/her account.

Brokerage for Client Referrals: Brokers that we recommend to our clients may refer clients to us. This gives us an incentive to select or recommend a broker based on our interest in receiving client referrals, rather than on our clients' interest in receiving most favorable execution. To address this conflict of interest, we have determined that, as a matter of policy, we will not make commitments to any broker or dealer to compensate that broker or dealer through brokerage or dealer transactions for client referrals.

Conversation Starter. Ask your financial professional...

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

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How do your financial professionals make money?

RFMFS Financial Professionals are paid a salary and/or a share of the revenues generated by clients. As RFMFS' Financial Professionals are compensated based on the revenues generated by their clients we have an incentive to recommend the client move a greater share of their assets to RFMFS' management.

RFMFS is wholly owned by Robert F. Murray & Company, CPAs (hereinafter "RFM"), an accounting firm. RFM typically recommends RFMFS to accounting clients in need of advisory services. Accounting services provided by RFM are separate from our advisory services, and are provided for separate compensation. There are no referral fee arrangements between our firms for these recommendations. No RFMFS client is obligated to use RFM for any accounting services and conversely, no accounting client is obligated to use the advisory services provided by us.

Do your financial professionals have legal or disciplinary history?

Neither our firm nor our financial professionals have any legal or disciplinary history. Visit www.investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

Conversation Starter. Ask your financial professional...

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

Additional Information

If you would like additional, up-to-date information or a copy of this disclosure, or our Form ADV, Part 2A Brochure, please call (989) 772-1209.

Conversation Starter. Ask your financial professional...

- 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?