

# CLIENT RELATIONSHIP SUMMARY

March 3, 2022



**MERIDIAN**  
Financial Partners

Clarify the path. Enjoy the journey.

Meridian Financial Partners LLC (“MFP”) is registered with the Securities and Exchange Commission as an investment adviser. Brokerage and investment advisory services and fees differ and it is important for you to understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://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?

At MFP we believe we cannot manage your assets without financial planning. Our approach to asset management is based on developing and maintaining a strong relationship with you through regular communication to develop trust and insight to your financial needs. As we get to know you, we develop an understanding of your financial goals to build your financial plan. We then manage assets discretionary basis, meaning you give us the authority to make transactions within your accounts. We manage accounts in your portfolio based on asset allocations we have mutually agreed upon. MFP manages clients’ accounts on an individual bases. We do not use models nor limit the type of investment offerings. Clients may place reasonable restrictions on the management of assets, including regarding specific securities or types of securities. Our goal is to keep clients educated and organized, which we believe puts them in the best position to exercise the ongoing financial discipline required to acquire and maintain wealth.

The types of clients we advised may include individuals, families, trusts, charitable organizations and foundations, pensions, and corporations. Meridian does not have an account minimum but does have a minimum fee of \$1,200. (See below)

For more detailed information, please refer to our Disclosure Brochure, the ADV Part 2A, under Item 4 Advisory Business and Item 7 Types of Clients, which can be found by [CLICKING HERE](#).

## What fees will I pay?

Asset management fees vary from 0.50% to 1.00% per annum of the market value of a client’s assets managed MPF. Fees are negotiable, and may be higher or lower than this range, based on the nature of the account. The advisory fee is paid monthly, in advance, and the value used for the fee calculation is the gross value as of the last market day of the previous month. This means that if your annual fee is 1.00%, then each month we will multiply the value of your account by 1.00% then divide by the number of days in the year times the number of days in the month to calculate your fee. In calculating the market value of a client’s assets, assets allocated to cash or a cash proxy, such as a money market account, will be included in the calculation of assets under management. Once the calculation is made, we will instruct your account custodian to deduct the fee from your account and remit it to MFP. Account fee minimums will apply depending on the level assets we are managing and your *fee schedule*. This fee minimum helps to offset the time it takes for financial planning, which is provided to all clients.

There are a number of other fees that can be associated with holding and investing in securities. Some of these fees includes custodian fees, account maintenance fees, fess related to mutual funds and variable annuities, and other transactional fees and product-level fees.

*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 specific information regarding our fees, please refer our Disclosure Brochure, the ADV Part 2A under Item 5 Fees and Compensation by [CLICKING HERE](#).

## **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 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's example to help you understand what this means.

We recommend investment accounts be held in custody by Schwab Advisor Services ("Schwab"), which is a qualified custodian. Schwab offers services that generally benefit only us, not you, the client, intended to help us manage and further develop our business enterprise. An example of these services is access to education or technology. We do not have to pay or maintain a specific amount of business with Schwab to receive these services. However, we may have an incentive to recommend that you maintain your account with Schwab, based on our interest in receiving Schwab's services that benefit our business rather than based on your interest in receiving the best value in custody services and the most favorable execution of your transactions. This is a potential conflict of interest. We believe, however, that our selection of Schwab as custodian and broker is in the best interests of our clients. Our selection is primarily supported by the scope, quality, and price of Schwab's services and not Schwab's services that benefit only us.

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

We are paid a portion of the asset management and financial planning fees collected from clients and not rewarded sales bonuses or commissions.

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

No. We have no legal or disciplinary history. Feel free to go to [Investor.gov/CRS](http://Investor.gov/CRS) for a simple search.

You may find additional information about us by [CLICKING HERE](#) or calling (540)-878-5416 to request up-to-date information and a copy of the relationship summary.

### **Here are recommended Conversation Starters suggested by SEC:**

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