

Financial Perspectives, Inc ADV Part 3 Form CRS

Financial Perspectives, Inc. (“FP”) is registered with the Securities and Exchange Commission (“SEC”) as an investment adviser. FP provides investment advisory accounts and services rather than brokerage accounts. Because these services and fees vary, it is important that you understand the differences. Free and simple tools are available to research firms and financial professionals at investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

FP offers investment advisory services to retail investors. These services include portfolio management, financial planning and consulting, and retirement planning and consulting. If we charge an ongoing asset-based fee, we will perform ongoing monitoring of your account(s) based upon the scope of services we provide as described in our agreement(s) and we will deliver performance statements to you each quarter in paper or electronically. If we only provide one-time services (such as creating a financial plan), we will not monitor your account(s).

You can choose a discretionary account or an individual-directed brokerage account. When you authorize us to provide discretionary services to you, we can buy and sell investments in your account without discussing with you in advance. When you choose an individual-directed account, you are establishing a non-discretionary account, the account is visible to your financial professional, but you have the ultimate decision regarding the purchase or sale of investments, and you will execute any trades.

While we offer a wide variety of investments, our investment advice will cover a limited selection of investments. Other firms could provide advice on other choices.

The following are some questions you can use to start a conversation with your financial professional:

- 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?

The fees you pay depend on which services you receive. Any fees paid and the frequency charged will be agreed upon by you when contracting with FP for services. The fees may include:

- Asset-based fee – the fee is calculated as a percentage of assets invested in your investment advisory account according to the fee schedule in your advisory agreement with FP. The fee reduces the value of the account and will be deducted from your account each quarter. The more assets you invest in your account, the more you will pay in fees. This gives us an incentive to encourage you to increase your advisory account assets.
- Fixed fee – the fee is a set amount, charged either one-time or on an ongoing basis
- Hourly fee – the fee is a set amount based on the aggregate number of hours of service provided
- Miscellaneous fee – a fee the custodian may charge, including transactional fees like wire fees, transfer fees, bank charges, surrender fees, as well as fees and expenses that are included in the expense ratios of certain investments, including mutual funds and ETFs.

You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money on your investments over time. Please make sure you understand what fees and costs you are paying.

The following is a question you can use to start a conversation with 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 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. This is an example to help you understand what this means:

- Commission for products – our financial professionals may earn a commission as a Registered Representative of a broker-dealer, such as for the sale of a variable annuity.

The following is a question you can use to start a conversation with your financial professional:

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

How does your financial professional make money?

Our financial professionals receive fees for the investment advisory services they provide. These fees are paid as one-time such as for financial planning services agreed upon by you and the financial professional, or they are ongoing, based on a percentage of assets in your account. Our financial professionals may earn product sales commissions and revenue FP earns from the financial professional's advisory services.

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

No, we do not have any legal or disciplinary events. Visit investor.gov/CRS for a free and simple search tool to research FP and our financial professionals.

The following is a question you can use to start a conversation with your financial professional:

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

Additional Information

You may reach FP at (763) 553-7779. For additional information about our advisory services, see our Form ADV brochure on Investor.gov or on our website FPWealth.com/FormADV.

The following are some questions you can use to start a conversation with 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?