

## AMERICAN FINANCIAL ADVISORS, LLC Form CRS

### Introduction

03/31/2021

American Financial Advisors 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. The SEC offers free and simple tools to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/CRS) which also provides information tailored to educate retail investors about financial professionals.

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

Our firm offers the following principal investment advisory services to retail investors.

Our firm provides investment discretion for the following services. If you invest on a discretionary basis, our firm will buy and sell investments in your accounts without requiring your pre-approval on an ongoing basis until you notify us in writing to switch.

Financial planning, retirement planning, and portfolio management These are monitored continuously as part of our standard service. AFA selects the investments for clients after researching appropriate investments which may include, ETFs, Stocks and Mutual Funds based on clients' risk tolerance and preferences.

For additional information including minimum investment amounts, please see [www.afainvestments.com](http://www.afainvestments.com) or <https://www.adviserinfo.sec.gov/IAPD/default.aspx> for our Form ADV, 2A brochure (Items 4 and 7 of Part 2A or Items 4.A. and 5 of Part 2A Appendix 1).

*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 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?

Our fees can be assessed quarterly or annually 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 Firm's Part 2A.

If 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.

There might be other fees associated if you are seeking a financial plan and are based upon the type of fee relationship you have with us. There are no other fees or costs related to our services. However, there might be fees incurred to the client for Mutual Fund fees and fees or transaction fees assessed by each custodian. This is described in our Form ADV Part 2A Item 5.

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 5.A., B., C., and D.) which can be found at <http://www.afainvestments.com/form-adv> or <https://www.adviserinfo.sec.gov/IAPD/default.aspx>.

*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?*

**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, as a fiduciary, 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 is an example to help you understand what this means.

A Potential conflict that we do not practice involves principal trading, which means we would buy an asset in one of our accounts and sell it to a client at a future date. We do not act as both a broker dealer and custodian.

*Conversation starters: Ask your financial professional: – How might your conflicts of interest affect me, and how will you address them?*

Additional information: For more detailed information about our fees and costs please review our Form ADV, Part 2A brochure (specifically Items 5.A., B., C., and D.) which can be found at [www.afainvestments.com](http://www.afainvestments.com) or <https://www.adviserinfo.sec.gov/IAPD/default.aspx>.

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

The firm compensates employees based on salaries - not on commissions. Our Firm's compensation is based on Assets Under Management (AUM).

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

No. Visit <https://www.investor.gov/home/welcome-investor-gov-crs> for a free and simple search tool to research our firm and our financial professionals.

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

**Additional Information**

You can find additional information about our services and request a copy of the relationship summary by visiting [www.afainvestments.com](http://www.afainvestments.com); emailing at [awilliams@afainvestments.com](mailto:awilliams@afainvestments.com) or calling us at 770-977-2434.

*Conversation starters: 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?*

To see our Form CRS and answers to our Conversation starters, please follow: <http://www.afainvestments.com/form-adv>