

Form ADV Part 3: *Relationship Summary* CMA Financial Services, LLC

Introduction

CMA Financial Services, LLC is an investment adviser registered with the Georgia Division of Securities and Business Regulation. We offer our clients investment advisory services. Clients should understand that the services we provide and fees we charge are different than those of a broker-dealer, and that it is important to understand the difference between the two. Free and simple tools are available to research firms and financial professionals at <https://www.investor.gov/CRS>, which also provides educational materials about investment advisers, broker-dealers and investing.

What Investment Services and Advice Can You Provide Me?

Description of Services: CMA Financial Services offers the following investment advisory services to retail investors. For more information, please see **Item 4** of our **Form ADV Part 2A**.

Asset Management Services which involves us managing and trading your designated account(s). We will discuss your investment goals and design a strategy to try and achieve your investment goals. We will continuously monitor your account when providing asset management services and contact you at least annually to discuss your portfolio. When engaging us for asset management services, you can choose whether you'd like us to provide services on a **discretionary** basis (we will have the authority to determine the type and amount of securities to be bought or sold in your account) or a **non-discretionary basis** (we will have to confirm any trades in your account with you before we place them). For more information about investment authority, please see **Item 16** of our **Form ADV Part 2A**.

Financial Planning Services which involves us creating a written financial plan for you which covers mutually agreed upon topics.

Limited Investment Offerings: We do not primarily recommend one type of security to clients. Instead, we recommend investment portfolios designed to be suitable for each client relative to that client's specific circumstances and needs. However, we are limited in investment selection in that we can only invest your account in securities which are available on your custodian/broker-dealer's platform. When providing you services, we do not recommend or offer advice on any proprietary products.

Account & Fee Minimums: There are no minimum investment amounts or conditions required for establishing an account managed by us.

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?*

What Fees Will I Pay?

Description of Principal Fees & Costs: Fees for *Asset Management Services* are charged based on a percentage of assets under management, billed in arrears on a monthly basis, and calculated based on the fair market value of your account as of the last business day of the current billing period. Our standard annual fee is 1.50%. However, fees are negotiable based the type of client, the complexity of the client's situation, the relationship of the client with the investment adviser representative, and the total amount of assets under management for the client. Because our fee is based upon the value of your account we have an incentive to recommend that you increase the level of assets in your account. When engaging us for asset management services, you will also incur other fees and expenses. For example, the broker-dealer/custodian on your account will charge you fees and expenses. You will also be charged internal fees and expenses by the funds we invest in within your account.

Our typical, standard fee for a *Financial Planning* project is \$2,500 and we typically do not charge more than \$2,500 for a financial planning project. Any fees we charge for financial planning services will not cover the costs associated with implementing any recommendations we may make.

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 information about the fees we charge and the other fees and expenses you will incur, please see **Item 5 of Form ADV Part 2A**.

Conversation Starters: *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?

Standard of Conduct: 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 are some examples to help you understand what this means. (1) We will ask that you establish an account with TD Ameritrade (TDA) to maintain custody of your assets and to effect trades for your account. Our recommendation to use TDA is not based solely on your interest of receiving the best execution possible. We also recommend them because they provide us with research, products and tools that help us manage and further develop our business operations. As a result, we do not have to pay for such benefits, which save us money; however, these arrangements create a conflict of interest. (2) Our investment adviser representatives also serve as insurance agents. Through their role as such they can sell, for commissions, various insurance products. We have a conflict of interest in recommending these products to you because of the potential for additional revenue. (2) Christopher Morris is a registered representative of Purshe Kaplan Sterling Investments (PKS), a securities broker-dealer. When acting in this separate capacity, Mr. Morris will receive commissions for selling securities which creates a conflict of interest. PKS is **not** used for our Asset Management Services and therefore Mr. Morris does **not** earn commissions in fee-based accounts. (3) Mr. Morris is President and a CPA and Jessica Morris is an administrative employee of Chris Morris & Associates, PC. A conflict of interest exists whenever there is a recommendation to utilize the accounting services of Chris Morris & Associates, PC.

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

Additional Information: For more information about our conflicts of interests and the ways we are compensated, please see **Item 5, Item 10, and Item 12** of our **Form ADV Part 2A**.

How Do Your Financial Professionals Make Money?

Description of Salary/Payment of IARs: We compensate our investment adviser representatives with a flat salary not dependent on the level of revenue they generate for the firm.

Do You or Your Financial Professionals Have Legal or Disciplinary History?

No. You can look up more information about us and our investment adviser representatives at <https://www.investor.gov/CRS>.

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

Additional Information About CMA Financial Services

Additional information about us and a copy of this relationship summary are available on the Internet at <http://www.cmawizards.com/>. You can also find our disclosure brochures and other information about us at <https://adviserinfo.sec.gov/firm/summary/283847>. If you have any questions or want an up-to-date copy of this relationship summary, we can be reached by phone at 770-493-7578.

Conversation Starters: *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?*