

APEX FINANCIAL ADVISORS, INC., FORM CRS CUSTOMER RELATIONSHIP SUMMARY, June 30, 2020

Introduction: Apex Financial Advisors, Inc. is registered with the Securities and Exchange Commission (SEC) as an investment adviser, and as such, we provide advisory services rather than brokerage services.

PLEASE NOTE: 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 [Investor.gov/CRS](https://investor.gov/CRS) which also provides educational materials about broker-dealers, investment advisers, and investing. This document, the Customer Relationship Summary, summarizes the services and fees that we offer to “retail” investors, natural persons who seek or receive services for themselves, their families, or their households.

Relationships and Services *What investment services and advice can you provide me?*

We offer to retail investors investment advisory and financial planning services, including preparation of personal financial statements, review of your individual or family financial position, including assets, liabilities, any trust accounts, life insurance policies, and legal documents related to your estate or succession plans, and management of investment accounts.

Account Monitoring: Investment accounts and financial plans are monitored on a **continuous basis daily** and reviewed with you **at least annually** for updates, changes to your life situation, or to implement any new recommendations we may have for you. Continuous daily monitoring is part of our standard investment advisory services.

Investment Authority: For assets we manage with **discretionary authority**, we make all decisions regarding the buying and selling of securities and the appropriate asset allocation for clients. If you prefer **nondiscretionary services**, where you make the ultimate decision regarding the purchase and/or sale of securities, we can make every effort to accommodate that request, but you must know that in those circumstances we will be unable to make any purchase and/or sale decision without first obtaining your written consent. You have the ultimate decision as to whether you wish your accounts to be managed on a discretionary or nondiscretionary basis.

Investment Offerings

We provide advice and services on any and all investment types or financial situations. Our investment strategies focus primarily on exchange-traded funds (ETFs), mutual funds, individual stocks, corporate bonds, U.S. Treasury securities, closed-end funds, and cash and cash equivalents.

Furthermore, we offer **accredited investors**, those investors who have a net worth of at least \$1 million, excluding the value of your primary residence, or who have a net income of \$200,000 (\$300,000 if married) for each of the previous two years, the opportunity to invest in direct commercial real estate investments, otherwise known as **private investment funds**, that we oversee on behalf of clients. You are under no obligation at any time to consider or make an investment in any of the private investment funds we offer.

Account Minimums and Requirements: In most cases, we require retail investors to have a net worth of at least \$1 million in order to use our investment advisory services.

Additional Information: For more information on our investment management services, including investment offerings and account minimums, please refer to **Items 4, 7, 13, and 16** in our Firm Brochure, Part 2 A of our most recently filed Form ADV, the annual disclosure requirement for investment advisers, available at this link: <https://adviserinfo.sec.gov/firm/brochure/155210>.

CONVERSATION STARTER: Here are some KEY QUESTIONS to 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?

Fees, Costs, Conflicts, and Standard of Conduct *What fees will I pay?*

The following summarizes the principal fees and costs associated with the investment management services we provide to you.

Asset-Based Fees: For the investment advisory services we provide to you, you will pay a fee based on the total value of the accounts on which we provide those services. This is known as an asset-based fee, and when the value of the assets in your account(s) rises, you will pay more fees for our investment advisory services. Therefore, you should understand that we may have an incentive to encourage you to increase the amount of assets we manage for you. Our fees generally

range from 0.65% to 1.25% annually based on account values and are billed directly out of your investment accounts. In certain circumstances, fees may be negotiated and could result in a fee structure different than what is stated.

Flat Fees and Hourly Fees: In certain cases where we provide financial planning services without ongoing and continuous investment management services, we will charge a flat fee or hourly fee payable as invoiced.

Other Fees: You may be responsible for payment of other fees as well, including, but not limited to, transaction fees or brokerage commissions charged by the custodian of your account, and any fees charged by ETFs or mutual funds at the fund level (e.g. management fees or fund expenses).

PLEASE NOTE: 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.

Additional Information: For more detailed information on costs and fees for our investment management services,, please refer to **Items 5, 6, 14, and 18** in our Firm Brochure here: <https://adviserinfo.sec.gov/firm/brochure/155210>

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 acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?

PLEASE NOTE: 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 and recommendations we provide you. Here are some examples to help you understand what this means:

For example, because we can earn compensation from the **private investment funds** as stated above that may exceed the fee that we would earn under our standard asset-based fee schedule, the recommendation that a client become an investor in the private investment funds could present a conflict of interest. To mitigate this conflict of interest, we carefully qualify eligible clients and recommend private investment fund allocations as a means to more broadly diversify client portfolios only in appropriate circumstances. You are never required to consider or become an investor in our private investment funds.

Additional Information: For more detailed information on conflicts of interest and our legal obligations to you, please refer to **Items 4, 5, 8, 10, and 11** in our Firm Brochure here: <https://adviserinfo.sec.gov/firm/brochure/155210>

CONVERSATION STARTER: Ask your financial professional:

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

How do your financial professionals make money?

Our Company earns general revenues from providing investment management services. Our financial professionals are compensated through salary and bonus based on our general revenue in a given year and the individual professional's experience in the field of investment management.

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

No, our Company and our financial professionals currently have no legal or disciplinary history to disclose. Visit Investor.gov/CRS for a free and simple search tool to research you and your financial professionals.

CONVERSATION STARTER: Ask your financial professional:

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

You may find additional information about our investment advisory services by calling (215) 493-1900, where you can request a copy of this Customer Relationship Summary, or by clicking this link:

<https://adviserinfo.sec.gov/firm/brochure/155210>.

CONVERSATION STARTER: KEY QUESTIONS to ask your financial professional:

Who is my primary contact person?

Is he or she a representative of an investment adviser or broker-dealer?

Who can I talk to if I have concerns about how this person is treating me?