



Lumin Financial, LLC is registered with the Securities and Exchange Commission (SEC) 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 investors in order 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?

1. We provide investment advisory services including wealth management and financial planning services to Individuals & High Net Worth retail investors. When you open an account with us, we will provide investment and financial advice to you on a regular basis. We will help you clarify your goals, design a strategy to reach your goals, and regularly monitor the progress of your accounts. Our financial advisors perform account reviews at least quarterly and we will meet with you regularly (at least twice a year), using a method that is best for you (in-person, via video or via phone). There are no material limitations to our reviews. If we provide you with financial planning services, we offer review of your financial plan each time we meet to review your accounts.
2. The investment and financial advice we provide will include our management of a diversified portfolio, personalized to your specific goals and situation. After you agree with the investment plan and objective, we will use *discretionary authority* to buy and sell investments in your account. "Discretionary authority" allows us to trade your account without asking your approval prior to each trade. We do not offer proprietary products. We limit our advice to mutual funds, equities, bonds, fixed income, debt securities, ETFs, insurance products including annuities, and government securities. Typically, we require a minimum account size of \$250,000, which may be waived by the advisor, based on the needs of the client and their specific situation.

For additional information about our advisory services, please see our [Client Brochure Item 4B](#), [Item 7](#), and [Item 16](#).

Ask our financial professionals:

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?

1. If you open an advisory account with us, we will deduct an asset-based fee from your account, quarterly in arrears using a tiered fee schedule. This means that as your account grows in size, your overall fee rate will decrease. An asset-based fee is calculated as a percentage (%) of your account value; therefore, our compensation is based on the value of the assets we manage for you. A conflict arises when you seek advice from us that would result in a decrease in your account value. For example, if you wanted to take a large withdrawal from your account to pay for college tuition, this would reduce our management fees. If you do not open an advisory account with us, but wish to receive financial planning services, we will

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provide these services for an hourly or fixed fee. Our advisory fee does not vary based on the type of investments we select for your accounts.

2. In addition to our fee, the custodian (i.e. Charles Schwab, TD Ameritrade, etc.) might impose additional fees and charges. These fees may include, but are not limited to, wire transfer and electronic fund fees, fees charged by ETFs and mutual funds, and fees on securities transactions.

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 additional information about the fees you will pay, see our [Client Brochure Item 5A](#).

Ask our financial professionals: 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. Here are some examples to help you understand what this means.

1. Our firm's financial professionals include licensed insurance agents who sell insurance products for a commission. This gives us an incentive to recommend insurance products to you.

For additional information regarding our conflicts of interest, please review [Item 10C](#) of our Client Brochure.

Ask our financial professionals: How might your conflicts of interest affect me, and how will you address them?

How do your financial professionals make money?

1. Our financial professionals are paid a base salary determined by their qualifications, years of experience, and level of responsibility at the firm. Financial professionals may receive a bonus based on their personal success and the firm's success for the year.

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

No. You can visit Investor.gov/CRS for free search tools to research our firm and licensed advisors.

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

Additional Information

Additional information about our investment advisory services can be found on our website www.luminfinancial.com under the sections, "What We Do." To request a copy of this relationship summary, call 248-936-9480 or email info@luminfinancial.com

Ask our financial professionals: 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?