

BARR Financial Services, LLC
Form CRS Customer Relationship Summary, June 30, 2020

Introduction	BARR Financial Services, LLC (BARR) 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 these 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 advisors, and investing
What Investment Services and advice can you provide me?	<p>We offer wealth management and financial planning services to individuals, high net worth individuals, and business and corporate entities. Our wealth management services are offered by recommending third-party investment advisors who would be a best fit to your needs. Although we will not have discretion over the selection of individual investments, we will retain discretion over the selection of other advisors. Your relationship with these other advisors will determine whether you or they will make the ultimate investment decisions. We will do quarterly reviews of how your investments are performing with these other advisors.</p> <p>Our financial planning services encompasses cash management, investment management, insurance, and estate planning. We may also offer individual consultations on other matters that pertain to investments. We also offer Business Planning services which are similar to our financial planning services, but offered to business/corporate clients.</p> <p>For additional information, please see our Form ADV, Part 2A, Items 4 and 7.</p> <p>Conversation Starters - Ask your financial professional.</p> <ul style="list-style-type: none"> • 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?	<p>You will pay an asset-based fee for wealth management services the details of which are disclosed in our Form ADV, Part 2A, Item 4 under the Recommendation of Other Investment Advisers section. The more assets there are in a retail investor's account, the more a retail investor will pay in fees and BARR may therefore have an incentive to encourage the retail investor to increase the assets in their account. Our fees are subject to negotiation.</p> <p>The asset-based fee that you will pay does include the fee imposed by the third-party advisor as well as a fee imposed by BARR. These fees will be billed to the custodian by the third-party advisor according to their billing practices. These fees will then be withdrawn directly from your account at the custodian. The third-party advisor will pay BARR out of the fee it collects from you.</p> <p>You may also be subject to fees imposed by other parties independent from BARR and/or your third-party advisor. These fees may be imposed by certain investment products such as mutual funds or brokerage commissions imposed by the broker of record for your account for trade executions. These additional fees are exclusive of and in addition to our compensation.</p> <p>Should you receive financial planning services from BARR, these fees are billed either on a flat/fixed fee basis or on an hourly basis. The amount of fee and the method payment will be quoted by BARR prior to the service being implemented. We will collect the financial planning fee by directly invoicing you. Additional</p>

	<p>information about these fees can be found in the BARR Form ADV, Part 2A, Item 4 in those sections which pertain to financial planning, individual consultations and business planning</p>
	<p>Conversation Starters – Ask your financial professional.</p> <ul style="list-style-type: none"> • 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?
<p>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?</p>	<p>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 affect the recommendations we provide you. Here are some examples to help you understand what this means.</p> <p>Some of our financial professionals are also registered with an unrelated broker/dealer and are paid on a commission basis to conduct securities transactions. Our financial professionals are also licensed to sell insurance products on which they are paid a commission. The potential for these commission payments may incentivize our representatives to conduct trades or purchase insurance products on your behalf that may not be in your best interest. We address this conflict by disclosing it to you both here and in Item 5 of our Part 2A. Additionally, as a matter of general policy, we aggressively discourage activities that do not put your interests first and foremost.</p> <p>Conversation Starter - Ask your financial professional.</p> <ul style="list-style-type: none"> • How might your conflicts of interest affect me, and how will you address them?
<p>How do your financial professionals make money?</p>	<p>Financial Professionals receive compensation in several ways. They earn a one-time flat fee for assisting clients through our financial planning process. They also can earn an hourly fee for modular planning. Additional fees are earned to manage clients' investments. Please refer to the firm's ADV Part 2 for the fee schedule. The professionals are paid the same pay out percentage no matter the amount of assets they service. They earn commissions on various insurance products and some alternative investments. They do not receive any incentive compensation from any product provider. They do not receive additional compensation for the revenue the firm makes on a professional's recommendations.</p>
<p>Do your financial professionals have legal or disciplinary history?</p>	<p>None of our investment advisory representatives have any legal or disciplinary history. Visit Investor.gov/CRS for a free and simple search tool to research us and our financial professionals.</p> <p>Conversation Starter – Ask your financial professional</p> <ul style="list-style-type: none"> • As a financial professional, do you have any disciplinary history? For what type of conduct?
<p>Additional Information</p>	<p>For additional information about our services, please request a copy of the BARR Form ADV, Part 2A. If you would like additional, up-to-date information or a copy of this disclosure, please call 407-622-0018.</p> <p>Conversation Starter – Ask your financial professional.</p> <ul style="list-style-type: none"> • 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?