

# Form ADV Part III

## Client Relationship Summary



### Item One: Introduction

rebel Financial, LLC, is an investment adviser registered with the Securities and Exchange Commission, offering advisory accounts and services. This document gives you a summary of the types of services and fees we offer. Please visit [www.investor.gov/CRS](http://www.investor.gov/CRS) for free, simple tools to research firms and for educational materials about broker-dealers, investment advisers, and investing.

### Item Two: Relationships and Services

Questions to ask us: *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, and other qualifications? What do these qualifications mean?*

What investment services and advice can you provide me? Our firm primarily offers the following investment advisory services to retail clients: portfolio management (we review your portfolio, investment strategy, and investments), and financial planning (we assess your financial situation and provide advice to meet your goals). As part of our standard services, we typically monitor client accounts on a daily basis. Our firm has discretionary management without any material limitations. We limit the types of investments that are recommended, since not every type of investment vehicle is needed to create an appropriate portfolio. Our firm does *not* have a minimum account size. Please also see our ADV Part IIA ("[Brochure](#)"), specifically Items Four and Seven.

### Item Three: Fees, Costs, Conflicts, and Standard of Conduct

Questions to ask us: *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? How might your conflicts of interest affect me, and how will you address them?*

What fees will I pay? Our fees vary depending on the services you receive. However, our subscription fees typically do not fluctuate. Additionally, the amount of assets in your account affects our advisory fee; the more assets you have in your advisory account, the more you will pay us and thus we have an incentive to increase those assets in order to increase our fee. For hourly fee arrangements, each additional hour (or portion thereof) we spend working for you would increase the advisory fee. Our fixed fee arrangements are based on the amount of work we expect to perform for you, so material changes in that amount of work will effect the advisory fee we quote you. rebel Financial charges three different types of fees depending on the level of service selected and size of the client relationship. For ongoing clients, we charge a percentage of Assets Under Management (AUM) collected, charged quarterly in advance. Additionally, for ongoing clients under \$250,000 AUM, we charge a monthly subscription fee. Lastly, for clients that want to hire us for a one-time, flat fee basis, we charge a one-time fee in advance for the level/type of service selected. You pay our fees even if you do not have any transactions, and the advisory fee paid to us generally does not vary based upon the type of investments selected. Please also see Items Four, Five, Six, Seven and Eight of our [Brochure](#).

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### Item Three: Fees, Costs, Conflicts, and Standard of Conduct(cont.)

**Third Party Costs:** Some investments (e.g., mutual funds, variable annuities, etc.) impose additional fees (e.g., transactional fees and product-level fees) that reduce the value of your investment over time. You will also pay fees to a custodian that will hold your assets. Additionally, you will typically pay transaction fees when we buy and sell an investment for your account. 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. Please also see our [Brochure](#) for additional details.

**Conflicts of Interest:** When we act as your investment adviser, we have to act in your best interest and not put our interests 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 effect the investment advice we provide you. Here are some examples to help you understand what this means.

**How do your financial professionals make money?** Primarily, we, and our financial professionals benefit from the advisory services we provide to you because of the advisory fees we receive from you. This compensation may vary based on different factors, such as those listed above in this Item. Please also see Item ten of our [Brochure](#) for additional details.

### Item Four: Disciplinary History

Questions to ask us: *As a financial professional, do you have any disciplinary history? For what type of conduct?*

*Do you or your financial professionals have a legal or disciplinary history?* We do not have legal and disciplinary events. Visit <https://www.investor.gov> for a free, simple search tool to research us and our financial professionals.

### Item Five: Additional Information

Questions to ask us: *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?*

For additional information on our advisory services, see our [Brochure](#) available at <https://adviserinfo.sec.gov/summary/168263> and any individual brochure supplement your representative provides. If you have any questions, need additional up-to-date information, or want another copy of this Client Relationship Summary, then please contact us at 614-441-9605.

**Exhibit A - Material Changes to Client Relationship Summary:** There are no material changes since the prior Client Relationship Summary.