

Introduction

Shoreline Financial Advisors, LLC is an investment adviser registered with the Securities and Exchange Commission offering advisory accounts and services. Brokerage and investment advisory services and fees differ, and it is important that you understand the differences. This document gives you a summary of the types of services and fees we offer. Please visit www.investor.gov/CRS for free, simple tools to research firms and for educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

Our firm primarily offers the following investment advisory services to retail clients including 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). If you open an advisory account with our firm, we'll meet with you to understand your current financial situation, existing resources, objectives, and risk tolerance. Based on what we learn, we'll recommend a portfolio of investments that is monitored on a continuous basis, upon changes in economic or market conditions, and if necessary, rebalanced to meet your changing needs and goals.

Our firm primarily offers discretionary advisory services where our firm makes the decision regarding the purchase or sale of investments. This includes portfolio management where we review your portfolio, recommend an asset allocation and investment strategy, and execute these decisions according to the investment management contract on an ongoing basis. On occasion, we will offer non-discretionary investment advisory services where the retail investor makes the ultimate decision regarding the purchase or sale of investments.

We also offer financial planning to our investment advisory clients where 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 weekly basis. We do *not* limit the types of investments that we recommend. Our firm does *not* have a minimum account size. *Additional information about our advisory services is available in our Firm Brochure (Form ADV Part 2A), specifically Items 4 & 7 which is available online at <https://adviserinfo.sec.gov/firm/summary/146040>.*

You, as a client, will benefit from the experience, education, and qualifications of the members of our team. The partners of our firm have advanced degrees in either finance or taxation and each have over 35 years of experience. Additionally, one partner is a registered CPA and CFP® practitioner while the other is a CFA charter holder. These accreditations require hundreds of hours of preparation and are considered to be among the most difficult to attain. We require that all financial advisors to become CFP® practitioners and to have an undergraduate degree in a related field of study.

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, education and other qualification? What do those qualifications mean?

What fees will I pay?

As a fee-only Registered Investment Advisor (RIA), we charge only one fee. Our fee is based on a percentage of investments under management. These fees cover investment management and financial planning. As your assets increase, our fee will increase in absolute terms but decrease as a percentage of the assets we manage for you. For example, a \$250,000 account would pay us 1% but a \$3,000,000 account would pay us 0.6% and a \$5,000,000 account would pay us 0.44%. Our fee is charged quarterly in arrears. You pay our fees even if you do not have any transactions.

The advisory fee paid to us *does not* vary based on the type of investments selected. We have no incentive to choose one investment over another. Because our fee increases if you place more assets at our firm, there is a conflict of interest in our recommendation to do so. Please also see Items 4, 5, 6, 7 & 8 of our [Brochure](#).

There may also be a fee charged by the investment vehicle (e.g., mutual funds, exchange traded funds, variable annuities, etc.). They include the internal operating expenses and transaction fees when they trade securities. For our investment strategies, these fees range from 0.1% to 0.35%. *We do not participate in these fees.*

Finally, you will pay transaction fees and account fees charged by the custodian. We use mutual funds and ETFs to execute our investment strategies. Currently, our custodian charges \$0 for exchange traded funds and \$15 for some but not all mutual funds.

Currently, our custodian does not charge any account fees (IRA fees, annual account fee, low activity fee, etc.). *We do not participate in these fees.*

All of the fees described above will reduce the value of your investment over time. In total, they will be between 0.65% and 1.35% depending on the value of your account and its asset allocation. You will pay fees and costs whether you make or lose money on your investments. Please make sure you understand what fees and costs you are paying. Please also see Items 4, 5, 6, 7 & 8 of our Firm brochure which is available online at <https://adviserinfo.sec.gov/firm/summary/146040>

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

What are your legal obligations to me when acting as my investment advisor? How else does your firm make money and what conflicts of interest do you have?

As a Registered Investment Advisor (RIA) under the 1940 Act with the SEC, we are required, by law, to act as a fiduciary. This means that we have to act in your best interest and put your interests above our own. Further, as a CFP®, we are obligated to act as a fiduciary in all financial planning recommendations. As a registered CPA and CFA, we are obligated to act as a fiduciary in all dealings with our clients. Any conflicts of interest are required to be fully disclosed.

Our firm only makes money from the advisory fees that you pay us directly. We receive no other compensation for investment advisory or financial planning services. The only conflict of interest that we have is that you can perform these services yourself. When recommending our services, we are asking you to pay us for something that you may be able to do yourself. *We have no conflicts that can affect the investment advice we provide you or the types of investments that we choose.*

Questions to ask us:

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

How do your financial professionals make money?

Our firm and its financial professionals only source of income is the investment advisory fees that we charge. *We receive no additional compensation from commissions, proprietary products or incentive bonus schemes based upon sales volumes.* This compensation will only vary based on an increase or decrease in your portfolio. Please also see Item 10 of our Firm Brochure for additional details which is available online at <https://adviserinfo.sec.gov/firm/summary/146040>.

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.

Questions to ask us:

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

Additional Information

Upon becoming a client of our firm through signing an investment management agreement, you will be assigned an advisor who is your primary contact. Since we operate as a team, we encourage all clients to communicate with anyone at any time. If you have any concerns, you may contact either partner at any time. Additionally, because we use no proprietary products or accept commissions, you may terminate our agreement with 30 days-notice with no impact on the value of your portfolio from contingent deferred sales charge (CDSC) or any other back-end charges.

For additional information on our advisory services, see our Firm Brochure available at <https://adviserinfo.sec.gov/firm/summary/146040> and any individual brochure supplement your representative provides. If you have any questions, need additional up-to-date, or want another copy of this Client Relationship Summary, then please contact us at (203) 458-6800.

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?