

Western Financial Corporation (“we,” “our,” or “us”) is registered with the Securities and Exchange Commission 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](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?

We offer Customized Portfolio Management Services (CPM) to retail investors such as you through the management of your separate account. As part of our standard advisory services, we monitor each account on an ongoing basis, and we furnish clients with portfolio holdings reports on a quarterly basis. Our authority to manage a retail investor’s account is typically discretionary, which means that you authorize us to select the identity and amount of securities to be bought or sold, subject to your stated investment objectives. We also offer to manage accounts on a non-discretionary basis, which means that we must obtain the client’s consent prior to transacting in any portfolio trades. For most retail investors, we generally limit purchases to publicly traded equity and debt securities and exchange-traded funds (“ETFs”). When determined appropriate by us, we will also purchase mutual funds. ERISA plans managed under our Western Retirement Plan Program (WRPP) are generally limited to investments in ETFs and mutual funds. Our minimum account size is \$100,000. Limitations on investments typically include limitations by plan sponsors and client-imposed limitations. We offer financial planning services, at no additional cost, which focus primarily on retirement planning, retirement plan allocations and investments.

Additional Information: Please also see [Items 4, 7 and 13 of Form ADV, Part 2A](#).

#### **Conversation Starters - 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?**

### What fees will I pay?

We charge a fee for our CPM Services based on the total assets in your account. This fee, which is payable quarterly in advance, is calculated at an annual rate of 2% on the first \$250,000, 1.5% on the next \$250,000, 1.25% on the next \$500,000, 1% on the next \$4 million, and 0.8% on the next \$5 million in your account. Amounts above \$10 million are billed 0.3%. Some accounts are under different fee schedules honoring prior agreements. Our WRPP ERISA plan services payable quarterly in arrears at an annual rate of 0.65% on the first \$1 million, 0.60% on the next \$1 million, 0.50% on the next \$3 million, 0.40% on the next \$5 million, and 0.3% on the next \$15 million in your account. Amounts above \$25 million are negotiable. Plan clients also pay fees to the servicing trust company, which are stated in each plan client’s agreement and disclosures provided to plan clients by the trust company. The more assets there are in your account, the more you will pay in fees, and we may therefore have an incentive to encourage you to increase the assets in your account. Our fee does not include (and you will pay separately) any applicable charges imposed by custodians, brokers and other third parties such as brokerage commissions, transaction fees, custodial fees, wire transfer and electronic fund fees, and other fees and taxes on your account and on the securities transactions in your account. Money market funds, mutual funds, and ETFs also charge their own internal management fees.

**Additional Information:** 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 [Item 5 of Form ADV, Part 2A](#).*

**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?

**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. TD Ameritrade Institutional (“TD Ameritrade”) makes an economic benefit available to us in the form of the support products and services they generally make available to independent investment advisers whose clients maintain their accounts at TD Ameritrade. These products and services, and the conflicts of interest they create if/when we utilize them, are described further in [Item 12 of our Form ADV, Part 2A brochure](#). We do not base particular investment advice, such as buying particular securities for our clients, on the availability of TD Ameritrade’s products and services to us.

**Additional Information:** *Please also see [Items 10-12, 14 of Form ADV, Part 2A](#).*

**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 financial professionals receive compensation based on the business they bring to the firm. Additionally, owners of the firm participate in company profits.

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

No, we do not. You may visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

**Conversation Starter - Ask your financial professional:**

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

**You can find additional information about us and our advisory services at [www.westfincorp.com](http://www.westfincorp.com) and <https://adviserinfo.sec.gov/>. If you would like up-to-date information and/or a copy of this relationship summary, please call (619) 544-0260.**

**Conversation Starter - Ask your financial professional:**

- **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?**