

Customer Relationship Summary

Koss-Olinger Consulting, LLC Form CRS/ADV Part 3

ITEM 1. INTRODUCTION

Koss-Olinger Consulting, LLC is registered with the Securities and Exchange Commission as an investment adviser. Investment advisory fees and services differ from those of brokerages, and it is important for investors to understand the 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 investment advisers, broker-dealers, and investing.

ITEM 2. RELATIONSHIPS AND SERVICES**“What investment services and advice can you provide me?”**

As a registered investment adviser, we offer investment advisory services that include financial planning and investment management.

Financial Planning. Through our financial planning services, we provide you with a comprehensive, customized investment strategy tailored to your needs and financial goals. These services include, but are not limited to, optimized portfolio planning, retirement planning, estate planning, and insurance planning. You retain absolute discretion over all implementation decisions and are under no obligation to act upon any of our recommendations. We offer our financial planning services as a separate fee-based service.

Investment Management. If you engage us to implement your plan through our investment management services, we will manage your investment portfolio and monitor it on an ongoing basis to ensure your portfolio remains aligned with your articulated goals. Our investment philosophy is based on diversification and strategic asset allocation. We monitor investment positions daily and adjust holdings and portfolios as necessary given your particular asset allocation strategy. We review your accounts and meet with you on a periodic basis and as needed or requested. You receive quarterly reports from us showing account balances, current investment allocations, and performance. Our fiduciary duty extends to all personalized advice we provide to you, including evaluations of whether any particular product or investment continues to be in your best interest.

Upon opening an investment advisory account, you agree to give us discretionary authority to trade securities on your behalf. We exercise that discretion on an ongoing basis, such as when we rebalance your

portfolio based on your investment policy summary. We maintain this discretion until revoked. We do not restrict our advice to a limited investment menu nor do we offer proprietary products. We offer a broad range of investments and products, including equity securities (exchange-listed and over-the-counter), investment company securities (variable life insurance, variable annuities, mutual funds, and exchange-traded funds), and municipal and U.S. government-issued securities. We may, if appropriate, recommend a Third-Party Money Manager for your accounts. They will have discretion to determine the securities traded within the account, subject to your separate agreement with them.

We require a minimum of \$1,500,000 of investable assets for our investment management services, which may be waived by us at our discretion. There is no minimum account size for financial planning services.

Additional Information: You can find more detailed information about our services in our [Form ADV, Part 2A brochure](#) (see, in particular, Items 4 and 7).

We encourage you to start a conversation with a financial professional about relationships and services and ask the following questions:

“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?”

ITEM 3. FEES, COSTS, CONFLICTS, AND STANDARD OF CONDUCT**“What fees will I pay?”**

Investment advisory account fees are based on an agreed-upon percentage of assets under management and assessed quarterly. As the assets in your investment advisory account grow, you will typically pay more in fees; therefore, we may have an incentive to encourage you to increase assets in your account. Financial planning fees are based on the complexity of your needs. These fixed fees are established when you sign a Financial Advisory Agreement.

Most trades that we initiate in your account have no fees or commissions imposed by the custodian holding your

assets. When imposed, we will reimburse your account by reducing our advisory account fee in the amount of such charges. We do not share in custodian fees or commissions and have no incentive to encourage you to trade often. We may recommend mutual fund, variable annuity and variable life products which have associated fees and expenses, as described in each fund or policy's prospectus. For example, you could be required to pay a surrender charge if you sell or redeem certain variable annuity products prior to the expiration of a surrender period. Such third-party costs will reduce returns.

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. You can find more detailed information about our fees and costs in our [Form ADV, Part 2A brochure](#) (see, in particular, Item 5).

We encourage you to start a conversation with a financial professional about the impact of fees and costs on investments and ask the following question:

"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?"

Standard of Conduct: *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:

We receive an economic benefit from our selected custodian, Schwab Advisor Services, in the form of support products and services made available to us. The availability of Schwab's products and services are not contingent on our giving any particular investment advice to our clients such as buying particular securities, which mitigates this conflict. Utilizing Schwab is also consistent with our duty to seek best execution of your trades.

Our financial professionals, when acting as registered representatives of Valmark Securities, Inc., a FINRA-registered broker-dealer, will receive commissions from the sale of certain securities and insurance products such as variable annuities and qualified tuition plans (529 plans). This will create a conflict of interest because

commission rates may be found at other broker-dealers that are lower than those charged by Valmark. Some of our financial professionals will also receive standard and customary commissions for insurance products sold through Executive Insurance Agency, a general insurance agency. Any advice given or investment recommendation made concerning these products, as with all of our advisory services, is guided by our dual duties of care and loyalty and based solely on your goals, objectives, risk tolerances and needs.

We encourage you to start a conversation with a financial professional about conflicts of interest and ask the following question:

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

Additional Information: You can find more detailed information about our conflicts of interest in our [Form ADV, Part 2A brochure](#) (see, in particular, Items 12 and 14).

"How do your financial professionals make money?"

We transmit the amount of your quarterly investment advisory account fee to the custodian, who debits your custodial account to pay us. Clients pay fees for financial planning services directly to us. We also receive a percentage of commissions from product sponsors for the sale of certain securities and insurance products.

ITEM 4. DISCIPLINARY HISTORY

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

Yes. We encourage you to visit Investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

ITEM 5. ADDITIONAL INFORMATION

You can find additional information about our investment advisory services and request a copy of the relationship summary at kossolinger.com. You can also obtain up-to-date information and request a copy of the current relationship summary by calling us at 800-373-3302.

We encourage you to start a conversation with a financial professional about contacts and complaints and ask the following questions:

"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?"