

**FORM ADV Part 3 - Form CRS: Client Relationship Summary**

Under Rule 17a-14 of the Securities Exchange Act of 1934 and Rule 204-5 of the Investment Advisors Act of 1940 for duly registered Broker Dealers under Section 15 of the Exchange Act and Section 203 of the Advisers Act, this Form Client Relationship Summary is being made available to you.

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IMPORTANT! Please Visit: www.finra.org/brokercheck
E-Mail: Contact us: compliance@multiplefinancial.com
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SEC Websites: <http://www.adviserinfo.sec.gov>

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**Multiple Financial Services, Inc.**

Registered Securities Broker Dealer
Member FINRA/SIPC
Registered Investment Advisor

1. Introduction.

My name is Michael Henry Flammer, President and Chief Executive Officer of Multiple Financial Services, Inc. Both the Firm and myself are duly registered with the Securities Exchange Commission as a Broker Dealer and an Investment Advisor. We are also members of **FINRA and the Securities Investor Protection Corporation**. Brokerage Services and Investment Advisory Services are not the same and it is important that you understand the differences. Free and simple tools are available to research firms and professionals at <http://Investor.gov/CRS> or Finra.gov/brokercheck, which also provides educational materials about broker dealer firms, investment advisory firms and investing.

2. What Services and Advice can you provide me?

I Provide a number of investment services and investment advice to you. As a broker dealer, I provide investment banking services such as offering private placement securities and I provide retail mutual funds and mutual funds known as sub-accounts within a Variable Life Insurance Contract or a Variable Annuity.

- a.) As your Brokerage Services Agent, I have both a securities license as a registered representative and an insurance license to sell Variable insurance contracts using mutual funds (sub-accounts). I may offer recommendations for a particular mutual fund or variable insurance contract based on what I believe to be in your **Best Interest**. I don't monitor your investments closely and once I have received commissions and the contracts are in effect, I seldom revisit the contracts and their underlying investments.
- b.) As your Investment Advisor, I conduct financial planning and offer wrap fee programs. As your investment advisor, I frequently monitor (i) the performance of the funds or portfolio I am being paid to manage for as long a time as I am managing them and (ii) I don't change investment strategies or trade funds or securities without first obtaining your approval. We will not make our Proprietary Products available to you because of risk and uncertainty associated with the Product(s) and to avoid putting our own personal interests over yours. Please refer to **SEC Regulation Best Interest** for more information and our **ADV Part 2-A, Sections 4 & 5**, for fees, compensation, minimum account size, etc. herein attached. You should also request our affiliates to give you a Form CRS if they have not already done so. I have affiliates who maintain custody and clearance for your securities. They are TD Ameritrade, Fidelity, and named Variable Insurance Companies and certain Open-end Investment Companies, etc. My education and experience are detailed in my **Form ADV, Part 2-A and Part 2-B**, entitled: 'The **Multiple Financial Advisory**' and is a booklet provided to you detailing all the relationships of me and my Firm.
- c.) Questions you may want to ask yourself are: *Given my financial situation, should I choose an investment advisory service or a brokerage service or both? Why or why not? How will you choose investments to recommend to me? What is your relevant experience, including licenses, education and other qualifications? What do these qualifications mean to me and how important are they?* **For Seniors having securities' concerns, please call FINRA's Senior Help Line at: (844) 574-3577.**



3. Fees, Costs, Conflicts and Standards of Conduct

A. What Fees will I Pay?

i.) Brokerage Fees depend on the commissions and trails set by different mutual fund companies and can range from 1% to 5%. The more funds you have with a particular fund company, the larger the discount(s). Variable Insurance companies also provide as little as 1% commission to as much as 10% or 15% commissions and trails from zero percent to as much as 2% for each year thereafter. In addition, these variable insurance companies charge from zero basis points to as much as 2% per annum for annual administration fees or contract fees and then may charge a Surrender Charge of as much as 10% if you exit the contract and will also charge as much as 2% or more for various benefit riders, known as income riders, death benefit riders, etc. You should be aware that you will pay fees and costs whether you make or lose money on your investments.

Remember, whether Brokerage Services or Investment Advisory Services, Fees and Costs may reduce any amount of money you make on your investments over time.

ii.) Investment Advisor Fees can range from 25 (.0025) basis points to as much as 2.5% annual fees. The mutual funds and the fund advisors may also charge as little as zero fees to as much as 2.5% annual fund fees. Wrap Fee programs also charge an annual management fee. Currently we do not participate in any Wrap Fee Program as outlined in our ADV Part 2-A, Appendix I. As your investment advisor, I do not take commissions from securities or fund trades as I already charge an annual Investment advisor fee. However, some companies such as TD Ameritrade and Sub-Accounts within the Variable Insurance Contract still charge fees and take commissions from the trades over and above what I receive from you. *Some Fees and Costs may be modified or temporarily suspended in the event you lose money on your investments, depending on any verbal agreement or consent provided by me at the time charges are made.*

B. What are Your legal obligations to me when providing recommendations as my Broker Dealer or as my investment adviser? How else do you make money and do you have any conflicts of interest?

i.) Since I have many professional designations and ownership interests in different businesses and various activities in segments of the securities business, you are exposed to many conflicts of interest in doing business with me. For example, being a part-owner in a Home Health Agency, I may recommend using our Home Health Services or purchasing a Long-Term Care Policy resulting in my making commissions from the Long-Term Care Insurer or realizing more profits from the Home Health Agency or I may charge you an hourly consulting fee for recommending products that I will be paid commissions on or receive other forms of compensation in addition to my consulting fees being charged to you. I may receive compensation from third parties, production bonuses, 12(b)1 fees, etc. These are all included in my **ADV Part 2-A and 2-B Supplement**, taken together, entitled: the **“Multiple Financial Advisory”**, a Booklet covering all details.

a.) Questions you may want to ask yourself are: *If I was to give you \$100,000.00, how much of that will be used for associated Costs and Fees and how much will be specifically invested for me? How will your conflicts of interest affect me and how will you address them? Where do you make money from?*

C. How Do You Make Money?

I make commissions, referrals, management fees and so much else from many different segments of the financial industry. What is most important to remember is that I do not take cash or cash-equivalents. Everything I receive in the form of compensation and remuneration are detailed in our combined Form ADV and in the **‘Multiple Financial Advisory’** Booklet. Another important thing to remember, in compliance with the SEC’s adopted **Regulation Best Interest**, is this: ***When we provide you with a recommendation either as your broker dealer or acting as your investment advisor, we have to act in your best interest and not put our own or personal interest ahead of yours.***

4. Disciplinary History

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

i.) **No.** The Firm had an issue regarding captured e-mails in 2010 which is fully disclosed.

ii.) Please refer to: <http://finra.org/brokercheck> and <http://Investor.gov/CRS>

a.) Questions you may want to ask yourself are: Do you have any disciplinary history not disclosed? Do you have any disclosures of unethical conduct conducted in the securities business or any other business?

5. Additional Information

Any additional information you need or would like to have, can be obtained by calling the 800 number listed above and requesting a copy of either the “Multiple Financial Advisory” or the Relationship Summary.

a.) Questions you may want to ask yourself are: Who is my primary contact person?

Who can I talk to if I have concerns about how I am being treated?