

UNIVERSAL FINANCIAL SERVICES
FORM CRS – CUSTOMER RELATIONSHIP SUMMARY
JUNE 30, 2020

Introduction	Universal Financial Services, Inc. is registered with the Securities and Exchange Commission (SEC) as a broker-dealer and is a member of the Financial Industry Regulatory Authority (FINRA). 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 , which also provides educational materials about broker-dealers, investment adviser, and investing.
What investment services and advice can you provide me?	<p>We offer brokerage services to retail investors, limited to the buying and selling of variable annuities and mutual funds. We make available or offer advice only with respect to proprietary products and a limited menu of additional investments. Account minimums vary based on the type of investment offered, and begin at \$250.</p> <p>We do not offer monitoring of <i>retail investors'</i> investments. The investment services we offer are non-discretionary; therefore, you make the ultimate decision regarding the purchase and sale of investments.</p> <p>For additional information, please see information on Regulation Best Interest available at www.sec.gov/regulation-best-interest.</p> <p>Ask your financial professional—</p> <ol style="list-style-type: none">1. Given my financial situation, should I choose a brokerage service? Why or why not?2. How will you choose investments to recommend to me?3. What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?
What fees will I pay?	<p>For mutual fund transactions, you will pay a sales load that is based on the amount of money you will invest. For variable annuity transactions, if you cancel within the period of time that the investment is subject to surrender charges, you will be charged a fee when you surrender the investment. Both mutual fund and variable annuity investments could be subject to annual expenses that are charged from your account and vary by product.</p> <p>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.</p> <p>For additional information, please see information on Regulation Best Interest available at www.sec.gov/regulation-best-interest.</p> <p>Ask your financial professional—</p>

	<p>1. 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?</p>
<p>What are your legal obligations to me when providing recommendations?</p> <p>How else does your firm make money, and what conflicts of interest do you have?</p>	<p>When we provide you with a recommendation, 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 affect the recommendations we provide you. Here is an example to help you understand what this means.</p> <p>Our firm charges a fee for serving as the Investment Manager of the Universal Variable Investment Annuity (VIA), a variable annuity issued by our affiliate Universal Life Insurance Company. The Universal VIA is one of the variable annuity products that could be offered to you by our financial professionals.</p> <p>Ask your financial professional—</p> <p>1. How might your conflicts of interest affect me, and how will you address them?</p> <p>For additional information, please see information on Regulation Best Interest available at www.sec.gov/regulation-best-interest.</p>
How do your financial professionals make money?	<p>Our financial professionals make money from commissions based on the transactions you make in your account. This may present a conflict of interest since if you do not make any transactions our financial professionals will not earn any compensation from your account.</p> <p>Our firm keeps a portion of the commissions generated by the transactions in your account.</p>
Do your financial professionals have legal or disciplinary history?	<p>Our financial professionals have no legal or disciplinary history. As part of our recruitment process, we do not hire financial professionals with adverse disciplinary history.</p> <p>Visit Investor.gov/CRS for a free and simple search tool to research our financial professionals and us.</p> <p>Ask your financial professional—</p> <p>1. As a financial professional, do you have any disciplinary history? For what type of conduct?</p>
Additional Information	<p>For additional information about our services, and if you would like additional, up-to-date information or a copy of this disclosure, please call (787) 706-7379.</p> <p>Ask your financial professional—</p> <p>1. Who is my primary contact person? Is he or she a representative of an investment adviser or a broker-dealer?</p> <p>2. Whom can I talk to if I have concerns about how this person is treating me?</p>