

First Asset Financial Inc.
Form CRS-Customer Relationship Summary

CUSTOMER'S INITIALS EVIDENCING REVIEW
as of the date indicated on the last page of this packet:

Acct. Holder

Acct Holder Name: _____ Initials: _____

Introduction: First Asset Financial Inc. ("FAF") is a full service broker-dealer registered with the Securities and Exchange Commission and is a member FINRA/SIPC/MSRB. FAF is NOT a Registered Investment Advisor ("RIA"). The Corporate Offices are located in McDonough, GA. The cost of brokerage services and investment advisory fees differ and it is important that you understand the differences. Free and simple tools are available to research firms and financial professionals at Investor.gov/CRS or finra.org, which also provides educational materials about broker-dealers, investment advisers, and investing. Further detail regarding Reg. Best Interest can be found in this "packet" on pages 4-10 and can also be obtained free of charge by calling (800) 825-5511. All of the information in this Form CRS applies to retail customers.

What investment services and advice can you provide me?

FAF offers a variety of brokerage services to retail investors based on a commission basis. There are different ways you can get help with your investments. You should carefully consider which types of services might be more appropriate for you. This document gives you a summary of the types of services we provide and how you pay. Please ask us for more information.

We do not require a minimum account size or investment amount. If you open a brokerage account, you will pay us a transaction-based fee, generally referred to as a commission, every time you buy and sell an investment. We **do not** offer proprietary products, nor offer common stock IPOs, do not participate in sales contests or offer a limited menu of products. Relying on the results of a personal contact, we will assist you in determining your investment goals and investment vehicles that conform to your investment "style."

The principal types of retail brokerage services⁴ which First Asset Financial offers include:

✓Corporate equity securities (stocks)* ✓Mutual funds ✓Exchange-traded funds (ETFs)* ✓Retirement Plans-IRA--SIMPLE IRA--SEP ✓529 Plans ✓Municipal securities* ✓Checking accounts* ✓Put and call options or option writer* ✓Corporate debt securities (Bonds)* ✓Variable annuities (VAs) or variable life insurance (VUL) ✓U.S. government securities* ✓Certificate of Deposits (Brokered)* ✓Health Savings Plans (HSA)*

Do you make recommendations and monitor accounts?

We are able to provide retail advice regarding the value and characteristics of securities or advisability of a transaction in securities only in connection with our primary business of buying and selling securities. 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 services we provide you. You make the ultimate decision regarding the purchase or sale of investments. We do not monitor your portfolio or investment account on a continuous basis. Any voluntary review is not considered to be "account monitoring."

Although there are no material limitations on securities, services offered by licensed Associated Persons (APs) of FAF vary by type of securities licenses held.⁴ APs of FAF, individually, may be licensed differently and may hold one or more of the following main securities licenses: Series 6 or Series 7. You might ask, *What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?* Less than 1/3 of FAF APs hold a Series 66 or 65 and have the ability to do business with an associated advisory firm. The option of those APs to guide you to either entity should encourage you to **discuss which type of account may be best for you;** (1) strictly a commission account with FAF or (2) a fee based investment advisory account with the AP's affiliated RIA firm. This situation can present a "conflict of interest" which **should be discussed**. If an AP is registered with both FAF and an affiliated RIA you might discuss the following questions: *Given my financial situation, should I choose a brokerage service? Why or why not?*

For all FAF Associated Persons, you might ask:

How will you choose investments to recommend to me?

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.

⁴ All services may not be available from all APs & is license dependent

What fees will I pay?

We charge transaction-based fees, known as commissions, concessions or mark ups/mark downs, for brokerage services at the time any security is purchased or sold in your account. We make more when there are more trades in your account. Such transactions are executed on a non-discretionary basis which means you will be consulted for each recommended transaction unless such transactions are associated with a discretionary investment advisory account. Most transactions occur through our clearing firm,* whom FAF retains to conduct securities transactions and activities related to the purchase or sale of securities. Transaction charges cover order tickets, execution and clearing costs that we pay the clearing firm. Our commissions, concessions or mark ups/mark downs range from 1% to 6% with an overriding minimum on brokered trades of \$35 (with an exception for advisory trades). Some are negotiable and costs reduce the value of your account over time. The higher percentage amount would be select mutual funds or VAs where the concessions, individual fund management fees and other fees would all be disclosed by the fund's applicable prospectus. We request that you review the prospectus prior to investing in a mutual fund or VA.

In addition, you may incur additional fees and costs related to the investments in your account, such as postage/handling fees, wire/electronic fund transfer fees, surrender charges, custodian fees, transfer fees, and potential early redemption fees on variable annuities. To help you better understand the impact of fees and costs, we would like to discuss the following question with you:

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 providing recommendations? How else does your firm make money and what conflicts of interest do you have?

*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 can affect the recommendations, we provide you. Here is an example to help you understand what this means: **Recommendation of an investment product with a higher commission than the same or similar investment product that would cost less in a fee-based account.** How might your conflicts of interest affect me, and how will you address them?*

How do your financial professionals make money?

Our financial professionals are licensed to provide brokerage services and receive different levels of compensation (often based on the specific investment) when providing different investments to you.

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

As a financial professional, do you have any disciplinary history? For what type of conduct? Yes. The firm has only one; in 2013 FAF was sanctioned by FINRA for an email retention violation that was an administrative regulation issue, not an investor related issue. Yes, APs have disclosure history which can be determined by visiting Investor.gov/CRS for a free and simple search tool to research our firm and your financial professional. To help you better understand our disciplinary history, we welcome discussing any issues with you.

Additional Information

You can find additional up-to-date information about our brokerage services and request a copy of our Relationship Summary by contacting us at 785-825-5050 or by email at FAF@FirstAssetFinancial.com to help you better understand who to contact with any questions or complaints, we would like to discuss the following question with you: **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? Feel free to call the First Asset Financial Inc. Compliance Department, 785-825-5050 to address any questions or request more information.**

*Available through FAF's clearing firm, Hilltop Securities Inc.