



Item 1 - Introduction: Morris Financial Concepts, Inc. (“MFC”) is an SEC-registered investment adviser that provides advisory services. This document is a summary of the types of services we provide and how you pay for these services. Brokerage and investment advisory services and fees differ and it is important for you to understand the 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 advisers, and investing.

Item 2 – Relationship Services

What investment services and advice can you provide me?

We offer investment advisory services to retail investors. As part of these services, we offer financial planning and portfolio management services for individuals and small businesses, as well as pension consulting services to company 401k plans. We also provide discretionary investment management services on a fee-only basis through our Total Service Agreement. Our Total Service clients are provided with portfolio management services using model asset allocation portfolios where each model portfolio is designed to meet a particular investment goal. When requested by the client, MFC offers any array of specific financial planning non-investment related services, such as estate, tax, education, and insurance planning services. For clients seeking assistance with financial planning services that are limited in scope, MFC offers financial planning on an hourly basis. **For additional information, see item 4 and 7 of the Form ADV [Part 2A Brochure](#).**

Monitoring	Held under the fiduciary standard of putting our client’s interest above our own, we are required to monitor your portfolio, investment strategy and investments on an ongoing basis. MFC regularly reviews client accounts under our Total Service Agreement, which includes both financial planning and portfolio management services. We use a sophisticated series of proprietary systems and tools to help us manage your investment portfolio in accordance with your financial plan and investment strategy. We generally meet with you on an annual basis, or as needed if there is a change in your financial circumstances, to review your objectives and financial goals. For clients solely engaged with MFC to perform separate and distinct financial planning, we will have a one-time review process with you and a report will be issued, based on that review. For Pension Consulting Services, MFC will annually review the fund selection in the 401k plans. Upon request, each plan participant is allowed one annual meeting to review their account.
Investment Authority	MFC generally has discretionary authority to manage accounts on behalf of our clients. This allows us to determine the securities to be bought or sold in your account and the amount of those securities, the broker or dealer to be used for purchase or sale of securities for a client’s account, and negotiate the commission rates to be paid to a broker or dealer for a client’s securities transactions, without seeking your permission. Clients may impose restrictions on investing in particular securities. MFC may render non-discretionary investment management services to clients relative to variable life/annuity products that they may own, or their individual employer-sponsored retirement plans. This means that you make the ultimate decision regarding the purchase or sale of investments.
Investment Offerings	MFC offers investment opportunities in Equities, Mutual Funds, Exchange Traded Funds (ETF), and fixed income products. MFC primarily uses Mutual Funds and ETFs that invest in traditional asset classes (stocks, bonds, and money markets) to build diversified client portfolios. All client portfolios are managed independently and are customized to the client’s situation but are based on MFC’s primary investment philosophy and model portfolios. For some qualified clients, we may assist with certain limited partnerships or other alternative investments.
Requirements	There are no account minimums to participate in MFC’s financial planning, portfolio management and pension consulting programs. There is no minimum number of hours to purchase when engaging MFC in an hourly financial planning agreement. However, accounts are subject to a minimum annual fee of \$8,500.

Key questions to ask:

- 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?

MFC charges a fee based on a percentage of a client's assets under management for investment advisory services provide our Total Service Agreement, including our Wrap Fee Program. MFC's annual management fee for investment advisory services shall be prorated and billed on a quarterly basis, in advance, based upon a percentage of the market value of the assets under management on the last business day of the previous quarter, as valued by the Custodian. This fee ranges from **0.40 to 1.00%**. The more assets that are in your advisory account, the more you will pay in fees; thus, the firm may have an incentive to encourage you to increase the assets in your account. The minimum fee under MFC's one-year financial planning services agreement is **\$8,500**. Fees are assessed according to the breadth and complexity of the client's situation and objectives. MFC charges **.75%** on 401k plans, which is deducted from each plan participant account. There are additional fees and expenses you could incur charged by mutual funds and ETFs to their shareholders, which could include a management fee, other fund expenses, and a distribution fee. 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. Clients who are enrolled in our Wrap Fee Program do not pay transaction fees charged by custodians. The minimum fee to be enrolled in our Wrap Fee Program is **\$10,000** per annum.

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? 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. Here are some examples to help you understand what this means. MFC assists clients with making important decisions regarding their existing retirement plans when leaving their employer. If MFC recommends that a client roll over their retirement plan assets into an account to be managed by MFC, such a recommendation creates a conflict of interest if MFC will earn an advisory fee on the rolled over assets. No client is under any obligation to roll over retirement plan assets to an account managed by MFC. When appropriate, we may recommend the services of our affiliate, Morris Tax Planning, LLC, or other professionals to implement recommendations made to our clients under our financial planning or advisory services. You are advised that when we recommend our own services, a conflict of interest exist. You are under no obligation to act upon any of the recommendations made by us to engage in our affiliates' services or the services of any such recommended professional. **For more information about our services, advisory fees, costs, and conflicts of interests and how they may affect you, please see our Form ADV [Part 2A Brochure](#) and our [Part 2A Appendix 1 Wrap Brochure](#).**

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 compensated based on the management fees paid by advisory clients, hourly clients and financial planning only clients.

Item 4 – Disciplinary History

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

No. A free and simple search tool to research us and our financial professionals is available at investor.gov/CRS.

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

Item 5 – Additional Information

Additional information about our investment advisory services and an up-to-date copy of the relationship summary is available by contacting the Chief Compliance Officer, Tucker Morris, at 843-884-6192 or by emailing info@mfcplanners.com. We encourage you to visit our website at <https://mfcplanners.com/> to learn more about our services and our Team at Morris Financial Concepts!

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?