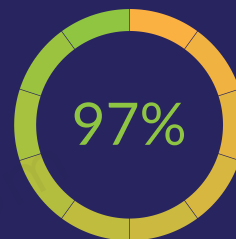


# Iron Financial

## TRUST SCORE



Iron Financial, federally registered in 1994, is a Registered Investment Advisor (RIA) in 51 state(s) with a licensed staff of 13 advisors. Iron Financial manages \$4 billion and provides investment advisory services for 371 clients (1:29 advisor/client ratio).

The maximum annual fee for investment advisory services will not exceed 0.75%.

## BENEFITS

- Firm uses a transparent fee-only model
- Firm uses a trusted custodian
- There is one licensed advisor for every 29 clients (industry average 1:50)
- Firm has \$1B or more in assets under management
- Firm has been federally registered for 24 years
- Communications sent to the firm's website are secure and encrypted
- Firm does not have a disciplinary history
- Firm does not have any misdemeanor convictions
- Firm does not have any felony convictions
- Firm does not have an insurance agent conflict
- Firm does not have an attorney conflict

## CONSIDERATIONS

- Firm serves fewer than 1,000 clients
- Firm may recommend proprietary investments and products that generate larger commissions than other similar non-proprietary products

## **BENEFITS (cont.)**

Firm does not accept performance-based fees

Firm does not perform side-by-side management

Firm does not privately manage or own the products they recommend

Firm does not receive soft dollar benefits

## **CONSIDERATIONS (cont.)**