

IRON Financial, LLC

Form ADV Part 3 Customer Relationship Summary

Introduction

IRON Financial, LLC is registered with the Securities and Exchange Commission (SEC) as an investment adviser.

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 www.investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

Our firm offers discretionary Portfolio Management services to retail investors. Based on your financial situation, investment goals, and tolerance for risk, we manage your portfolio following one or more of our investment strategies. Upon request, we may fully customize a portfolio for you. Minimum account sizes for these programs range from \$5,000 to \$300,000 and are negotiable on a client-by-client basis. If you are using IRON's services through a wrap fee program, please refer to the wrap sponsor's disclosures for account minimums. While the underlying securities within Portfolio Management services accounts are monitored more frequently, these accounts are reviewed at least annually. More frequent reviews may be triggered by material changes in variables such as the client's individual circumstances, or the market, political, or economic environment.

Our firm also offers ongoing Financial Planning and nondiscretionary Private Investment Advisory services. Generally, Financial Planning is only offered to Portfolio Management clients with at least \$1m under our management. Private Investment Advisory services are only offered to "accredited investors" due to regulatory restrictions for purchasing private investments.

For additional information, please see Items 4 and 7 of our Form ADV Part 2A Brochure available at <https://adviserinfo.sec.gov/firm/summary/106682>.

Conversation Starter. We encourage you to ask your financial professional:

- 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?

What fees will I pay?

We charge an annual fee ranging from 0.35% to 0.65% of managed assets for our Portfolio Management strategies. For a fully customized portfolio, annual fees may be up to 1.00% of managed assets depending on complexity and types of securities utilized. Our fees are billed in arrears at the end of each calendar quarter based upon the value of the client's account at the end of the previous quarter. All fees are prorated for contributions and withdrawals during the billing period. If you are using a wrap fee program, you should review the wrap sponsor's disclosures for information on fees.

It is important to understand that the more assets held in a retail client's account, the more the client will pay in fees. We therefore have an incentive to encourage a client to increase the assets in his/her account. Similarly, we have an incentive to recommend that clients invest using strategies that pay us higher fees.

In addition to the principal fees and costs listed above, there are other fees and costs related to our investment advisory services that you will pay directly or indirectly. Examples of the most common additional fees and costs include custodial and brokerage fees, including commissions. Mutual funds, exchange-traded funds, and subadvisors also charge management fees, which are separate from the fees assessed by us. 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.

Financial Planning services can take many forms, and fees vary widely depending on the scope of work required. Financial planning annual fees usually range from 0.30% to 0.65% of managed assets but can be up to 1.00%. Private Investment Advisory services are offered for a \$3,000 to \$5,000 fee payable upon purchase of a private security and an annual management fee of 1.00% to 2.00% of invested capital.

For additional information, please see Item 5 of our Form ADV Part 2A Brochure available at <https://adviserinfo.sec.gov/firm/summary/106682>.

Conversation Starter. We encourage you to ask your financial professional:

- 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 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. The more assets a client has in his/her account, the more we receive in fees. We therefore have an incentive to encourage a client to increase the assets in his/her account. In addition, as mentioned, our preferred minimum account size is negotiable under certain circumstances and at our discretion. Should we agree to waive this minimum account size, we would receive less compensation for services provided. We, therefore, have a disincentive to waive this minimum. We also assess higher fees on certain Portfolio Management strategies and Private Investment Advisory services. While those higher fees tend to be commensurate with higher costs to us of performing those services or running those strategies, we may have an incentive to recommend certain strategies to maximize our profit.

For additional information, please see Items 5, 6, and 10 of our Form ADV Part 2A Brochure available at <https://adviserinfo.sec.gov/firm/summary/106682>.

Conversation Starter. We encourage you to ask your financial professional:

- 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 through an agreed upon salary plus a discretionary bonus. The discretionary bonus is determined by the managing partners and may be based on the amount of client assets they service, the time and complexity required to meet a client's needs and/or efforts to acquire new clients, among other factors. In theory, a discretionary bonus can create conflicts as the financial professional may be incentivized to seek new clients and increase managed assets rather than service existing accounts.

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

No – neither our firm nor our financial professionals have any legal or disciplinary history. Visit www.investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

Conversation Starter. We encourage you to ask your financial professional:

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

Additional Information

If you would like additional, up-to-date information or a copy of this relationship summary or our Form ADV Part 2A Brochure, please call 847-715-3200.