

FORM CRS
June 30, 2021

AFA Inc. d/b/a Affinity Financial Advisors

Affinity Financial Advisors is registered with the Securities and Exchange Commission as an investment adviser and, as such, we provide advisory services rather than brokerage services. Brokerage and investment advisory services and fees differ and it is important for you, our client, to understand the differences. Additionally, free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing. This document is a summary of the services and fees we offer to "retail" investors, which are natural persons who seek or receive services primarily for personal, family, or household purposes.

What investment services and advice can you provide me?

We offer the following investment advisory services to retail investors: **Asset Management Services; Asset Allocation and Monitoring Services; Financial Planning Services; Educational seminars/workshops.** Detailed information regarding our services, fees, and other disclosures can be found in our Form ADV Part 2A Brochure Items 4, 5, 7, and 8 by clicking this link <https://adviserinfo.sec.gov/firm/brochure/114412>.

Account Monitoring: If you open an investment account with our firm, as part of our standard service we will monitor your investments on an annual basis.

Investment Authority: We manage investment accounts on a **discretionary** basis whereby **we will decide** which investments to buy or sell for your account.

Investment Offerings: We provide advice on various types of investments. Our services are not limited to a specific type of investment or product.

Account Minimums and Requirements: In general, we do not require a minimum dollar amount to open and maintain an advisory account; however, we have the right to terminate your account if it falls below a minimum size which, in our sole opinion, is too small to manage effectively.

Key Questions 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?

The following summarizes the principal fees and costs associated with engaging our firm for investment advisory services. For detailed information, refer to our Form ADV Part 2A Brochure Items 5 and 6 by clicking this link <https://adviserinfo.sec.gov/firm/brochure/114412>

- **Asset Based Fees** - Payable quarterly in arrears. Since the fees we receive are asset-based (i.e., based on the value of your account), we have an incentive to increase your account value which creates a conflict especially for those accounts holding illiquid or hard-to-value assets;
- **Hourly Fees** - Payable in arrears.
- **Fixed Fees** - Payable monthly, quarterly or six months in advance and 6 months in arrears;
- **Commissions** - Affinity Financial Advisors does not receive commissions. However, Advisory Representatives acting as Registered Representatives of the broker/dealer receive commissions.
- **Fees related to variable annuities, including surrender charges;**
- **Program fee for the Security Benefit Advisory Program;**
- **Selection of Other Advisers** - You will also pay advisory fees charged by third party money managers, which are separate and apart from our fees;
- **Additional common fees and/or expenses such as:** custodian fees, account maintenance fees, fees related to mutual funds and exchange-traded funds, and transaction charges when purchasing or selling securities.

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.

Key Questions 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.

- **Third Party Payments:** Persons providing advice on behalf of our firm are registered representatives with a broker-dealer and/or are licensed as independent insurance agents. These persons will earn commission-based compensation in connection with the purchase and sale of securities or other investment and insurance products. Some persons are also investment adviser representatives with another investment adviser. These persons will earn fee-based compensation for advisory services. Commission-based compensation and outside advisory fees earned by these persons are separate and in addition to our advisory fees. This practice presents a conflict of interest because they have an incentive to recommend investment, insurance, or fee-based products based on the compensation received rather than solely based on your needs.
- **Third Party Payments:** We have an arrangement with Information Technology (IT) vendor to receive a referral fee for any referral that becomes a client of the IT vendor. The referral fee is based on a percentage of the revenue received by the IT vendor from the referred client. It is a conflict of interest for our firm to refer any vendor for which it receives compensation.
- **Third Party Payments:** We have a soft dollar arrangement with TD Ameritrade to pay for acceptable research and brokerage products/services in exchange for converting client accounts. This is a conflict of interest for our firm to suggest clients move their accounts to TD Ameritrade.

Refer to our Form ADV Part 2A Brochure, Items 5, 10, 12 and 14 by clicking this link <https://adviserinfo.sec.gov/firm/brochure/114412> to help you understand what conflicts exist.

Key Questions 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?

The financial professionals servicing your account(s) are compensated in the following ways: Salary; Bonus; Product Sales Commissions; Non-cash compensation. Financial professionals' compensation is based on the revenue the firm earns from the person's services or recommendations. They also receive non-cash compensation in the form of research, educational information and monetary support for due-diligence trips and client events. Additionally, certain individuals associated with the firm receive incentive bonuses from Cetera Financial Group, Inc. These bonuses are based on achieving a target level of compensation with the firm. The bonus compensation paid to our financial professionals involves a conflict of interest because they have a financial incentive to bring new business to our firm.

- Our relationship with Cetera provides a bonus when we bring an additional level of new assets to Cetera's advisory platform annually. This creates an incentive to recommend that you establish and maintain your account with Cetera, based on our interest in receiving our full bonus from Cetera, rather than based on your interest in receiving the best value in custody services and the most favorable execution of your transactions.

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

No, for our firm. Yes, for our financial professionals. These events are disclosed in either our Form ADV or the specific individual's Form U4. These documents can be found by going to Investor.gov/CRS for a free and simple research tool.

Key Questions to Ask Your Financial Professional

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

You can find additional information about your investment advisory services and request a copy of the relationship summary at 785-841-4664 or click the link provided <https://adviserinfo.sec.gov/firm/brochure/114412>.

Key Questions to Ask Your Financial Professional

- **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?**

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June 30, 2021**

Exhibit to Form CRS

Affinity Financial Advisors is required to update its Form CRS when information in the Form CRS becomes materially inaccurate. This Exhibit summarizes the following material changes to the firm's Form CRS, implemented on June 30, 2021:

Form CRS was updated to reflect the change in our firm's legal name from McDaniel Knutson Inc. to AFA Inc. effective January 1, 2021. Our new primary d/b/a name is Affinity Financial Advisors. In addition, we will continue to use the d/b/a name of McDaniel Knutson Financial Partners.