

Introduction

OneAscent Financial Services, LLC (“OAFS”) is registered with the Securities and Exchange Commission as an investment adviser. 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](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

OAFS provides a broad range of services to both other investment professionals and direct clients. The firm provides financial advice to individuals, pension and profit-sharing plans, trusts, estates, charitable organizations, corporations, and other business entities. OAFS does not have a specified minimum account size. Some clients who wish to access multiple asset management styles, specifically third-party managers, may be required to have an account minimum. Please refer to the Form ADV Part 2A for more information regarding these services.


Asset Management

Asset management services may be provided on either a “discretionary” or “non-discretionary” basis. When a client engages the firm to provide asset management services on a discretionary basis, we will monitor your accounts to ensure that they are meeting your investment objectives. If any changes are needed to your investments, we will make the changes. These changes may involve selling a security or group of investments and buying others, utilizing a separate account (third party) manager, or keeping the proceeds in cash. We may also allocate some or all your assets to a Unified Managed Account platform through our advisory affiliate OneAscent Investment Solutions LLC (“OAIS”). You may at any time place reasonable restrictions on the types of investments we may use on your behalf, or the allocations to each security type, though such restrictions may limit the potential performance of your portfolio. We provide advisory services through numerous investment teams listed in Item 4 of the ADV Part 2A. As mentioned above, we may allocate some or all your assets to OAIS. OAIS can create a Unified Managed Account or “UMA,” which is a single portfolio with a mix of asset classes and investment positions using model portfolios, which may consist of third-party managers and, to a lesser extent, other investment options such as mutual funds and exchange-traded funds. This is accomplished with the use of an Overlay Manager.


Financial Planning

In most cases, the client will supply an OAFS representative with information including income, investments, savings, insurance, age, the values the client would like to see advanced as part of their planning process, and many other items that are helpful to the firm in assessing financial goals. The information is typically provided during personal interviews and supplemented with written information. Once the information is received, we will discuss your financial needs and goals with you and compare your current financial situation with the goals you state. Once these are compared, we will create a financial and/or investment plan to help you meet your goals, and work with you to educate you about household finances and investments.

For more information, please refer to our Disclosure Brochure, the ADV Part 2A, under Item 4 Advisory Business by [Clicking Here](#).

 ***“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?

Unified Managed Accounts

Fees vary from 0.50% to 2.00% per annum of the market value of a client’s assets. The Overlay Manager and third-party managers charge separate and additional fees with respect to client accounts for account model and administration. Portions of these fees are paid directly to OAIS. In addition, the client will be billed by OAFS for the advisory fee. Fees are negotiable, based on the nature of the account. Factors affecting fee percentages include the size of the account, the representative servicing the account, the complexity of asset structures, and other factors.

Asset Management for Non-UMA Clients

Fees vary from 0.50% to 2.00% per annum of the market value of a client’s assets managed by OAFS. In limited circumstances, asset management may also be done on a flat fee basis. Flat fees will be between \$1,000 and \$100,000 per annum. The advisory fee is paid on a quarterly basis, in advance, with adjustments made for deposits and withdrawals greater than \$25,000 intra-quarter.

Financial Planning

Financial planning fees can be hourly, fixed fee basis (which may be per project or per month), or included with asset management services. Our hourly charge is between \$125 and \$500 per hour, depending on the professional working on the project.


Fixed fees will typically be between \$0 and \$15,000, and in special circumstances, can be greater than \$100,000. Fees are negotiable and will depend on the anticipated complexity of your plan and the professional(s) working on the plan.

Platform Costs

OAFS utilizes various technology platforms for the purpose of providing clients with account reporting services, and provides additional services related to the processing of trades and non-investment transactions and other client needs. There are additional costs related to these services in addition to the advisory fee discussed above. The amount of these costs varies depending upon the client, their assets, and the representative with whom they are working. As with the advisory fee, the Platform Costs will be pro-rated for deposits and withdrawals effected intra-quarter.

Other Fees

Clients will incur other outside fees in addition to our fees. For example, mutual funds contain fees and expenses as described in the prospectus such as management fees. Additionally, a client will pay transaction fees for the purchase and sale of securities as well as custodial fees for maintaining an account at the custodian. Third-party managers will also charge fees for their services. 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. For more specific information regarding our fees, please refer to our Disclosure Brochure, the ADV Part 2A, under Item 5 Fees and Compensation, by [Clicking Here](#).

 ***“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.

Certain owners of OneAscent Financial Services, LLC are also owners of OneAscent Investment Solutions LLC (“OAIS”). OneAscent Financial has a conflict of interest because OneAscent has the incentive to refer clients to OAIS because of common ownership and, therefore, is likely to receive greater overall compensation if assets are allocated to their respective affiliated firms as opposed to a different third-party manager or in-house management.

While certain professionals of OneAscent are separately licensed as independent insurance agents, your individual OneAscent representative may not be. Insurance professionals conduct insurance product transactions for OneAscent clients, in their capacity as licensed insurance agents, and will receive customary commissions for these transactions in addition to any compensation received in this capacity as employees of OneAscent. These professionals, therefore, have an incentive to recommend insurance products based on the compensation to be received rather than on a client’s needs. Clients should be aware of this conflict when considering whether to engage OneAscent or utilize these professionals to implement any insurance recommendations.

While certain employees of OneAscent are registered representatives of a broker-dealer, your individual OneAscent representative may not be. OneAscent is not affiliated with any broker-dealer other than through representatives who are registered representatives, in their individual capacities, of broker-dealers. In their separate capacity as registered representatives of a broker-dealer, such registered representatives will receive commissions for the implementation of recommendations for commissionable transactions. Again, not all OneAscent representatives have affiliations with broker-dealers. You should ask your representative about his or her affiliations.

For more specific information regarding our fees, please refer our Disclosure Brochure, the ADV Part 2A under Item 5 Fees and Compensation by [Clicking Here](#).


 ***“How might your conflicts of interest affect me, and how will you address them?”***

How do your financial professionals make money?

Financial professionals of OneAscent are paid a portion of the asset management fees collected from clients. Financial professionals are not rewarded sales bonuses.

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

Yes. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS).

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

Additional Information

Additional information about our investment advisory services can be found at <https://oneascent.com/> or by [Clicking Here](#). A copy of our *relationship summary* can also be requested by calling (205) 313-9142.

 ***“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?”***