

Form ADV Part 3 – Client Relationship Summary

Date: 06/15/2020

Item 1: Introduction

FINIVI INC. is an investment adviser registered with the Securities and Exchange Commission offering advisory accounts and services. It is important for you to understand how advisory and brokerage services and fees differ. This document gives you a summary of the types of services and fees we offer. Please visit www.investor.gov/CRS for free, simple tools to research firms and for educational materials about broker-dealers, investment advisers, and investing.

Item 2: Relationships and Services

Questions to ask us: 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 investment services and advice can you provide me? Our firm primarily offers the following investment advisory services to retail clients: discretionary portfolio management (we make the investment decisions for your account and monitor investments on a daily basis) and financial planning. We limit the types of investments that are recommended since not every type of investment vehicle is needed to create an appropriate portfolio. Finivi generally requires a minimum account size of \$50,000 for its full investment management services. Other services we offer may have a lower minimum. Please also see our Form ADV Part 2A ("Brochure"), specifically Items 4 & 7.

Item 3: Fees, Costs, Conflicts, and Standard of Conduct

Questions to ask us: 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? How might your conflicts of interest affect me, and how will you address them?

What fees will I pay? Our fees vary depending on the services you receive. Investment management fees are calculated based on the amount of assets under the firm's management and can range from .35% to 1.50% on an annualized basis. The fee is based on the market value of your account on the last day of the prior billing period, or your starting balance if opening a new account, and any additional Intra-quarter investment additions you may make. The investment management fees include an "Advisor Fee" charged by Finivi Inc. and a "Platform" or "Sponsor" fee charged by Envestnet Asset Management Inc., the "Platform Manager", equal to .06%. A minimum annual platform fee of \$100 will be applied. As a result of the application of the \$100 minimum annual platform fee, your investment management fees may be higher than indicated on our published fee schedules if your accounts balance is below \$166,667.

For financial planning and consultative services engagements, we may offer both hourly and fixed fee engagements. Our fixed fee arrangements are based on the amount of work we expect to perform for you, so material changes in that amount of work will affect the advisory fee we quote you. For modular or consultative services, the firm generally requires 100% of the quoted fee be paid prior to any services being rendered. Monthly financial planning and coaching subscription fees are charged monthly in advance.

Form ADV Part 3 – Client Relationship Summary

Date: 06/15/2020

Investment management fees are paid quarterly in advance, while financial planning fees are typically billed at 50% of the quoted fee up front and the balance paid upon the completion of the contracted services. You will pay our investment management fees even if you do not have any transactions and the advisory fee paid to us will generally be higher for portfolios with a higher percentage allocation to equities than fixed income securities. For further information on our fees, please also see Items 4, 5, 6, 7 & 8 of our [Brochure](#).

Third Party Costs: Some investments (e.g., mutual funds, variable annuities, etc.) impose additional fees (e.g., transactional fees and product-level fees) that reduce the value of your investment over time. You will also pay fees to a custodian that will hold your assets. Additionally, you will typically pay transaction fees when we buy and sell an investment for your account. **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.** Please see Item 5 of our [Brochure](#) for additional details.

Conflicts of Interest: *When we act as your investment adviser,* we have to act in your best interest and not put our interest(s) 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: Our firm is also a licensed insurance agency and our financial professionals are also licensed insurance agents. In these capacities, we and our financial professionals receive commissions on the sales of insurance products. This practice presents a conflict of interest as we are paid commissions on insurance products you purchase from one of our financial professionals. See Item 10 of our [Brochure](#) for additional details.

How do your financial professionals make money? Primarily, we and our financial professionals benefit from the advisory services we provide to you because of the advisory fees we receive from you. This compensation may vary based on different factors, such as those listed above in this Item. As indicated above, we and our financial professionals can also receive commissions from clients. Please also see Item 10 of our [Brochure](#) for additional details.

Item 4: Disciplinary History

Questions to ask us: *As a financial professional, do you have any disciplinary history? For what type of conduct?*

Do you or your financial professionals have legal or disciplinary history? We do not have legal and disciplinary events. Visit <https://www.investor.gov/> for a free, simple search tool to research us and our financial professionals.

Item 5: Additional Information

Questions to ask us: *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?*

For additional information on our advisory services, see our [Brochure](#). For additional information or another copy of this Relationship Summary, then please contact us at (508) 870-0440.