

Item 1. Introduction

Our firm, Dean, Jacobson Financial Services, LLC, is an investment adviser registered with the Securities and Exchange Commission (SEC). We are referred to as a "Hybrid" firm because we offer both advisory and brokerage services. We feel that it is important for you to understand how advisory and brokerage services and fees differ in order to determine which type of account and relationship is right for you. Free and simple tools are available to research firms and financial professionals at www.investor.gov/CRS, which also provides educational materials about investment advisers, broker-dealers, and investing.

Item 2. Relationships and Services: *What investment services and advice can you provide me?*

We're a registered investment adviser that offers investment advisory services to retail investors. Our advisory services include Asset Management, Wrap Asset Management, and Financial Planning & Consulting. Before or at the time you open an advisory account with our firm, we'll meet with you to understand your current financial situation, existing resources, goals, time horizon, and risk tolerance. Based on what we learn, we'll recommend an appropriate type of account and a portfolio of investments that is monitored at least annually. If necessary, we'll rebalance your portfolio(s) to meet your changing needs, stated goals, and objectives. We'll offer you advice on a regular basis and contact you at least annually to discuss your portfolio.

We manage accounts on a discretionary basis. After you sign an agreement with our firm, we're allowed to buy and sell investments in your account without asking you in advance. However, all investment actions will be consistent with the model portfolio we mutually agree is appropriate for you, as well as objectives and risk profiles that we have discussed with you in advance. Any limitations will be described in the signed advisory agreement. We will have discretion until the advisory agreement is terminated by you or our firm.

We do not restrict our advice to limited types of products or investments, nor do we offer any proprietary investments. Our firm does not impose requirements for opening and maintaining accounts or otherwise engaging us.

Financial Planning & Consulting is also offered as a separate service for an additional flat and/or hourly fee. We have Level A and Level B Financial Planning & Consulting services that are offered based on asset size and client preference, as well as the ability to offer financial planning and consulting on a modular basis. Areas of planning that we offer include: investment, estate, retirement, insurance, tax, charitable gift, risk management, asset protection, and business evaluation and succession.

CONVERSATION STARTERS: *Ask your financial professional:*

- *Given my financial situation, should I choose a brokerage service or 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?*

Additional information about our advisory services is located in Item 4 & 7 of our Firm Brochure and Item 4 & 5 of our Wrap Brochure; available at adviserinfo.sec.gov/firm/brochure/115879.

Item 3. Fees, Costs, Conflicts, and Standard of Conduct: *(A) What fees will I pay?*

- You will be charged an ongoing quarterly fee based on the value of the investments in your account. The more assets there are in your advisory account, the more you will pay us in fees, thus we may have an incentive to encourage you to increase the assets in your account.
- Our Asset Management maximum annual fee is 1.60%. Our Wrap Asset Management maximum annual fee is 1.30%. Our fees vary and are negotiable. The amount you pay will depend, for example, on the services you receive, the amount of assets in your account, and the total aggregate household assets we're managing for you. Our firm's fees will be automatically deducted from your advisory account, which will reduce the value of your advisory account.
- For financial planning and consulting, our maximum flat fee is \$20,000 for Level A Financial Planning and \$5,000 for Level B Financial Planning and/or a maximum hourly rate of \$350. We may charge you an upfront retainer when you sign a Financial Planning Agreement, or we may charge you the full balance when we present the actual financial plan or consultation. All financial plans regardless of level have an ongoing annual service charge that is a maximum rate of \$1,500.
- The custodian that holds your assets charges you a transaction fee when we buy or sell an investment for you. The custodian's transaction fees are in addition to our firm's fees for our Asset Management services. We pay the custodian's transaction fees charged to you for our Wrap Asset Management services. You may also pay charges imposed by the custodian holding your accounts for certain investments and maintaining your account. Some investments, such as mutual funds, index funds, exchange traded funds, and variable annuities charge additional fees that will reduce the value of your investments over time.
- 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.

(B) 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:
 - (a) We have an incentive to advise you to invest in certain investments, such as LPL's platforms, because the manager or sponsor of those investments performs some of the investment management responsibilities alongside us, thereby potentially reducing the amount of effort and/or cost necessary on our part.
 - (b) We have an incentive to advise you to invest in certain investments, such as specific mutual fund families, because the sponsor of those investments provide benefits to our advisors, such as expense-free attendance at investment due diligence meetings, business meals & entertainment, and/or free access to research materials.
 - (c) Our advisors are also registered representatives of LPL Financial LLC ("LPL"), an SEC registered broker-dealer and investment adviser. We may offer you brokerage services through LPL in addition to or in lieu of investment advisory services through our firm. Brokerage services and investment advisory services are different, and the fees we, and LPL, charge for those services are different. It is important that you understand the differences. In particular, we may earn additional transaction-based compensation and have additional conflicts of interest as a result of providing brokerage services through LPL. You are encouraged to learn more about LPL by reviewing their information at <https://www.lpl.com/disclosures.html> and having a discussion with one of our firm's advisors.
- The amount you pay for our firm's advisory services varies based on the type of investments that we select on your behalf. We generally charge a reduced advisory fee for our Wrap Asset Management service since our Wrap Asset Management service is only offered to clients that are holding at least \$500,000 in aggregated household advisory accounts.

(C) How do your financial professionals make money?

- Our firm is compensated based on the revenue we earn from advisory services or recommendations, the amount of client assets we service, and the time and complexity required to meet a client's needs. Individual advisors of our firm are compensated through salary and bonus; and advisors who are also owners/partners of our firm are compensated based on their ownership percentages. No advisor of our firm receives additional compensation or reward based on the type of product sold or based on specific product sales commissions. Our firm's advisors do not "own" their own clients. Every client serviced is a client of our firm. As such, all compensation derived from assets under management or from commissions of any sort is treated as revenue to the firm to support established salary and bonus structures already in place.

CONVERSATION STARTERS: 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? How might your conflicts of interest affect me, and how will you address them?*

Additional information about our fees is located in Item 5 of our Firm Brochure and Item 4 of our Wrap Brochure; available at adviserinfo.sec.gov/firm/brochure/115879.

Item 4. Disciplinary History: Do you or your financial professionals have legal or disciplinary history?

No. Neither our firm nor any of our advisors have any legal and/or disciplinary history to disclose. Visit Investor.gov/CRS for a free and simple search tool to research our firm and our financial professionals.

CONVERSATION STARTERS: Ask your financial professional:

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

Item 5. Additional Information:

Additional information about our firm, our advisors, our investment processes, how we operate, what services we offer, and other resources – including copies of our firm's ADV and this Form CRS – can be found by visiting our website at www.DeanJacobson.com. You can also obtain more up-to-date information about our firm by calling (817) 335-3214 and asking to speak to our Chief Compliance Officer.

CONVERSATION STARTERS: 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?*