South Cove Financial LLC

South Cove Financial, LLC
Form CRS - Client Relationship Summary
June 2025

Introduction

South Cove Financial, LLC ("SCF", "we", or "us") is an investment adviser registered with the U.S. Securities and Exchange Commission. Brokerage and investment advisory services differ and it is important to understand the differences. Free and simple tools are available to research firms and financial professionals at investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

SCF offers investment advisory services to retail investors on a discretionary or non-discretionary basis through a network of investment adviser representatives known as financial advisors. Our discretionary investment advisory services are offered through a fee structure which is calculated based on a percentage of your assets under management. Additionally, we offer other services to retail investors such as financial planning. When you open an advisory account with us, a financial advisor will meet with you to discuss your investment goals and collaborate with you to design an investment strategy. Our management of your account is guided by meeting your short-term, intermediate term and long-term cash flow needs that allows us to create a sustainable financial roadmap. We will also collaborate with you on your investment objectives (*e.g.,* capital appreciation, growth, income, or growth and income), risk tolerance, and tax considerations. We and your financial advisor conduct ongoing monitoring of your advisory account tailored to your advisory relationship and type of advisory account. Your financial advisor will contact you at least annually to discuss your portfolio.

If you provide us with discretionary authority, your financial advisor makes investment decisions to buy, sell or hold securities in your account. If you provide us with non-discretionary authority, you make the ultimate decision regarding the purchase or sale of investments. We will exercise the type of authority you have granted to us, depending on the type of account you choose, until your advisory agreement is terminated by you or your financial advisor.

Depending on your choice of account type and financial needs, you may receive advice with respect to a broad range of investments, or you may receive advice regarding a limited range of investments. Our financial advisors and their practices each have an advisory focus driven primarily by the types of clients they service and their expertise. SCF typically does not impose a minimum account size or a set minimum annual fee for its investment advisory services, though some of our financial advisor practices do have minimums for fees and/or account size.

For additional information about our investment advisory services, please see Items 4, 7, 13, and 16 of our Form ADV, Part 2A brochure (the "Brochure").

Conversation Starters:

- Given my financial situation, should I choose an investment advisory service? Why or why not?
- How will you choose investments to recommended 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 generally charge an asset-based fee (a percentage of the assets in your accounts) on a quarterly or monthly basis. The more assets you have under our management, the more you will pay to us in fees; we therefore have an incentive to increase the assets in your account to increase our fees. We charge our fee whether your account is profitable or not and even if we did not buy or sell assets in your account. Fees vary depending on the type of services provided and the amount of assets we manage for you. These fees and are negotiable.

In addition to fees paid to us, you will incur costs related to the investments in your account such as the fees and expenses charged to investors by mutual funds, variable annuities, exchange traded funds, alternative investments, and other types of securities; depending on your account setup and activities occurring in your account, you may also incur investment platform administration fees, management fees for services provided by an affiliated or third-party manager, custodian fees, account maintenance fees, transaction costs, and other related fees and expenses.

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 additional information about our fees and other costs associated with investing, please see Items 5 and 14 of our Brochure.

Conversation Starter:

- 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 of 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. Here are some examples to help you understand what this means.

- Certain of our financial advisors are licensed to sell insurance with a licensed insurance brokerage firm. In this instance, you would pay a commission for these services and your financial advisor could receive a portion of that commission, which presents a conflict of interest.

Conversation Starter:

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

For additional information about our conflicts of interest, please see Item 4 of our Brochure.

How do you or your financial professionals make money?

Our financial professionals' compensation generally varies based on the revenue SCF earns from their advisory services or recommendations, the amount of client assets they service, the time and complexity required to meet a client's needs, and the cost structure of their advisor practice. The compensation that your financial professional receives will typically increase as revenue earned from their client accounts increases. Therefore, they are incentivized to increase revenues on your and other clients' accounts.

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

Yes. Visit investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

Conversation Starter:

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

Additional Information

For additional information on our investment advisory services, please see our Brochure and the Brochure Supplement (Form ADV Part 2B) your financial advisor provides.

You can request additional up-to-date information and/or a copy of this relationship summary by reaching out to your financial advisor.

Conversation Starter:

- Who is my primary contact person? Is he or she a representative of an adviser or a broker/dealer?
- Who can I talk to if I have concerns about how this person is treating me?