Lifeway Financial Corporation
Form CRS-Customer Relationship Summary
February 2022

Introduction

Lifeway Financial Corporation is registered with the Securities and Exchange Commission (SEC) as an investment adviser. Brokerage and investment advisory services and fees differ and it is important for you to understand these 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 adviser, and investing.

What investment services and advice can you provide me?

We offer investment advisory services to retail investors including highly customized and personalized financial planning and investment management. Financial planning is a basic part of our services, with most clients participating in the development of a financial plan, after which we may monitor the plan and/or we may manage the client's assets. We create investment portfolios balancing risk and return, growth and income, based on your goals and objectives. You grant us a limited power of attorney so we can conduct authorized trading on your behalf. This means we can direct the investment decisions and trades in their accounts, without first consulting you. Our investment management services involve providing you with continuous monitoring over your account(s) and making trades in your accounts when necessary.

Additional information. Please see Form ADV, Part 2A brochure (Items 4 and 7 of Part 2A or Items 4.A. and 5 of Part 2A) available at
https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd_iapd_Brochure.aspx?BRCHR_VRSN_ID=688556

Conversation Starters. 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?

We charge a flat fee based on an hourly rate for an initial financial plan, with ½ due in order for us to begin, and ½ upon completion. After that, we charge an annual retainer with ¼ charged each quarter. Additionally, we charge our investment management fee based on either a flat fee or a percentage of the value of all assets in the managed account quarterly. Under the percentage fee method, this means the more assets there are in your account, the more you will pay. Fees you pay us for investment advisory services are separate and distinct from other fees and expenses charged to your accounts and investments, such as brokerage, custodial, trading, account maintenance, costs of the investment and related fees. The more assets there are in your advisory account, the more you will pay in fees, and we may therefore have an incentive to encourage you to increase the assets in your account.

Additional Information. 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 Form ADV, Part 2A brochure (Items 5.A., B., C., and D of Part 2A) and other applicable documents available at
https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd_iapd_Brochure.aspx?BRCHR_VRSN_ID=688556

Conversation Starter. 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.

See Item 3A that discusses conflicts of interests regarding our fees. We also refer business to attorneys and accountants who often refer business to us. These referral arrangements are not formalized and are not defined, but create a conflict of interest because we might be incented to refer only to third parties who send business to us. Our fee schedules differ from client to client, so some clients pay more than others for the same service. We do not differentiate our services based on whether a client is paying more than another.

Conversation Starter. Ask your financial professional:

- **How might your conflicts of interest affect me, and how will you address them?**
- **Additional information.** Please see Form ADV, Part 2A brochure and other applicable documents.

Additional information. Please see Form ADV, Part 2A at https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd_iapd_Brochure.aspx?BRCHR_VRSN_ID=688556

How do your professionals make money?

Our professionals are paid salaries, and receive bonuses based on the profitability of the firm and performance of their responsibilities.

Do your financial professionals have legal or disciplinary history?

No. Visit Investor.gov/CRS for a free and simple search tool to research us and our financial professionals.
Conversation Starter. Ask your financial professional:

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

Additional Information

For additional information about our services, please check our website: www.lifewayfinacial.com If you would like additional, up-to-date information or a copy of this disclosure, please call 972-378-3677. Additional information about us is also available on the SEC's website at investor.gov/CRS.
Conversation Starter. 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?**