

Item 1: Introduction

Churchill Financial Advisors, LLC (“CFA”) is registered with the Securities and Exchange Commission (“SEC”) as an investment advisor. Brokerage and investment management services and fees differ, it is important for the retail investor to understand the differences. Free and simple tools are available to research firms and financial professionals at Investor.gov/CRS, which provides educational materials about broker-dealers, investment advisers, and investing.

Item 2: Relationship and Services

What investment services and advice can you provide me?

Services: Churchill Financial Advisors, LLC provides discretionary portfolio management advice on a regular basis primarily to retail investors. We will discuss your investment goals and design a strategy to help achieve your investment goals. As a SEC Registered Investment Advisor, we are held to a fiduciary standard that covers our entire investment advisory relationship with you. This standard requires the firm and representatives to put your interests above ours and consists of a duty of loyalty and care.

Monitoring: We are required to monitor your portfolio, investment strategy, and investments on an ongoing basis and will contact you (by phone or e-mail) at least annually to discuss your portfolio.

Investment Offerings: Our investment advice will cover a limited selection of investments including stocks, options, exchange traded funds and mutual funds. Other firms could provide advice on a wider range of choices.

Account Minimums: In general, the minimum account size for investment advisory services is \$250,000. However, advisory fees and minimum account sizes are negotiable under certain circumstances.

Conflicts: Our interests can conflict with your interests. We must eliminate these conflicts or tell you about them in a way you can understand, so that you can decide whether or not to agree to them.

Conversation Starters: 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?

Additional Information: Detailed information can be found in our Form ADV, Part 2A, Items 4-7 available at <http://adviserinfo.sec.gov>.

ITEM 3: FEES, COSTS, CONFLICTS, AND STANDARD OF CONDUCT

What fees will I pay?

We charge a management fee based on the amount of assets under management which is charged quarterly in advance. The formula is based upon your account’s market value at the end of the preceding quarterly and calculated by multiplying your agreed upon annual fee then dividing it by 365/366 days and finally multiplying that figure by the number of days in a quarter. Our fees vary and are negotiable.

Some investments such as exchange traded funds charge additional fees that will reduce the value of your investment over time. You will pay fees and costs whether you make or lose money on your investments.

Our fees reduce your investable assets and will be deducted from your account. The more assets you have in the advisory account, including cash, the more you will pay. This is a conflict of interest as it creates an incentive to increase the assets in your account to increase our fees. Fees and costs affect the value of your account over time. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and cost you are paying.

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?

Conflicts of Interest

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 recommendations and investment advice we provide you. Here are some examples to help you understand what this means.

- We can make extra money by advising you to invest in certain investments because third parties compensate us when we recommend or sell investments. This would include mutual funds where we receive 12b-1 fees that are paid to us from the mutual fund company.

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

How do your financial professionals make money?

Salary and Bonus: Our financial professionals are compensated with salary and firm-wide merit-based bonuses.

ITEM 4: DISCIPLINARY HISTORY

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

No. Visit Investor.gov for a free and simple search tool to research our firm and our financial professionals.

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

ITEM 5 – ADDITIONAL INFORMATION

A copy of this form is available upon request by calling 502-895-3535 or 888-419-6558.

We also encourage you to seek additional information.

- For additional information about our brokers and services, visit Investor.gov, BrokerCheck at [BrokerCheck.Finra.org](https://www.brokercheck.finra.org),
- To report a problem to the SEC, visit Investor.gov or call the SEC's toll-free investor assistance line at (800) 732-0330. To report a problem to FINRA, <https://www.finra.org/investors/file-complaint>. If you have a problem with your investments, accounts or financial professional, need additional information or to request a copy of this form, please contact Alesia Mullis at 502-895-3535 or toll free at 888-419-6558.

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?
