



Bedel Financial Consulting, Inc.

Form CRS Customer Relationship Summary, June 30, 2020

Bedel Financial Consulting, Inc. 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 as a retail investor to understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

We offer investment advisory services to retail investors, including managing investment advisory accounts, investment advice through consultation, financial planning, and third-party managers. We generally manage your portfolio by allocating assets among various mutual funds and ETFs using individually managed accounts. Investment management is provided on a discretionary or nondiscretionary basis. Discretionary means the trading activity with your account is entered by us without receiving prior authorization for each trade. For nondiscretionary accounts, you make the ultimate decision regarding the purchase and/or sale of investments. You may impose restrictions on the securities or types of securities in which you would like us to invest. We monitor your account at least quarterly. We will offer you advice on a regular basis and contact you at least annually to discuss your portfolio. We do not have a minimum account size; however, we do have a minimum annual fee of \$5,000, which may make smaller accounts impractical. We do not restrict our advice to limited types of products or investments.

We furnish investment advice through consultation which includes discussing with the client investment options, analyzing the client's current investment portfolio, and making recommendations based on the client's specific personal investment criteria. Our financial planning services provide the client with income tax planning, estate planning, retirement planning, insurance needs analysis, education funding and any other finance related areas of concern to the client, i.e. family business planning or charitable planning. We may also recommend a third-party manager for certain types of relationships.

For additional information, please see our Form ADV Part 2A brochure Items 4 and 7, which is available online at: <https://adviserinfo.sec.gov/firm/summary/105653>.

Conversation Starters. 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 fees will I pay?

We offer our services on a fee only basis, which may include fixed fees; or fees based upon assets under management. We provide investment management services for an annual fee, which is negotiable and varies between 0.25% and 1.05% depending upon the market value of the assets under management depending on the service selected. There is a minimum annual fee of \$5,000. This may result in a fee higher than 1.05% for accounts under \$500,000. We reserve the right to waive or adjust fees/minimums as appropriate for particular client situations. The more assets you have in your advisory account, the more you will pay us. Therefore, we have an incentive to increase the assets in your advisory account in order to increase our fees. Our fees are prorated and charged quarterly, in advance, and automatically deducted from your account, which will reduce the value of your account.

We furnish investment advice through consultation for 0.50% of the portfolio value and we may negotiate to reduce any fee. Generally, financial planning services are part of our Investment Account Management service. However, clients may engage us to construct a financial plan where such a plan represents a depth and breadth beyond normal financial planning services. Such fee is negotiable and will be assessed as a fixed fee. The fee is a one-time project fee that typically ranges between

\$1,000 and \$2,500. The fee is negotiable at our discretion. The fee is determined and agreed upon by the client prior to commencement of any work. The client may cancel this service at any time with a written notice, however, the client will remain obligated to pay the full financial planning fee, or an agreed upon portion of the fee. Ongoing planning services (including plan updates, new analyses, and/or projections) would be provided and charged via an annual retainer fee, billed quarterly. In addition, we may recommend a third-party manager or 529 accounts. In these cases, we will charge a management fee for any of these types of assets under our management. The third-party managers of these accounts will also charge a fee. Accordingly, the client should review both the fees charged by the third-party managers and the fees charged by us to fully understand the total amount of fees to be paid by the client and to thereby evaluate the advisory services being provided.

The broker/dealer that holds your assets may charge you a transaction fee when we buy or sell an investment for you. These transaction fees are in addition to our fees. You may also pay charges imposed by the broker-dealer for custodial fees, account maintenance fees, fees related to mutual funds and variable annuities, and other product-level fees.

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, please see our Form ADV Part 2A brochure Items 5 and 12, which is available online at: <https://adviserinfo.sec.gov/firm/summary/105653>.

- 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.

We recommend that you establish an account with a third-party independent custodian. We receive research products and services from the custodian to assist us in the performance of our investment decision-making responsibilities. These arrangements present a conflict of interest in that we have a financial incentive to recommend that you maintain your account with the custodian for the availability of these products and services and not solely on the nature, cost, or quality of custody and brokerage services provided by the custodian.

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

For additional information, please see our Form ADV Part 2A brochure Items 5, and 12, which is available online at: <https://adviserinfo.sec.gov/firm/summary/105653>.

How do your financial professionals make money?

Our financial professionals are compensated by a salary and bonus based on their duties and the revenue our firm earns from its advisory business, including managing investment advisory accounts, investment advice through consultation, and financial planning. Our financial professionals do not receive product sales commissions of any kind.

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

No, our firm or financial professionals do not have any legal or disciplinary history. Visit Investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

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

For additional information about our services, you may visit the SEC's website at adviserinfo.sec.gov by searching CRD #105653. If you would like additional, up-to-date information or a copy of this disclosure, please contact our firm at (317) 843-1358.

- 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?