

Maxim Financial Advisors LLC

June 30, 2020

INTRODUCTION

Maxim Financial Advisors LLC is registered with 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 www.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. We provide both discretionary and non-discretionary services. For discretionary accounts, you customarily grant us trading authority, but such authority does not include transfer of assets, and you may impose any other reasonable restrictions on the management of your account. If the account is non-discretionary, you make the ultimate decision regarding the purchase or sale of investments, and you must approve every transaction in your account before it is made. We do not require a minimum investment to open an account, but eligibility requirements may apply. We will regularly monitor your account to ensure it is consistent with your investment goals.

Our professionals ("Investment Advisor Representatives") manage money using a combination of mutual funds (active and passively managed), exchange-traded funds, individual stocks, bonds and other securities. Maxim Financial Advisors uses third-party service providers as sources of information, including Web-enabled information, analysis and research. Our Investment Advisor Representatives may also refer you when appropriate to external third-party managers with which we have agreements, and these third-party managers offer a wide range of advisory services, including asset allocation, market timing and portfolio management.

For additional information, please see Part 2A ("Firm Brochure") and Part 2A Appendix 1 ("Wrap Fee Brochure") of Form ADV of Maxim Financial Advisors LLC, accessible here: <https://adviserinfo.sec.gov/>.

Conversation Starters. Ask your financial professional-

- Given my financial situation, should I choose an 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?

You pay for our services through a wrap fee, which means you pay one comprehensive fee for both custodial and advisory services. The fee is calculated based upon a percentage of your assets under management. The fees are negotiated by you and your Investment Advisor Representative, and they may range from 10 to 250 basis points annually. Advisor accounts serviced by Investment Advisor Representatives are charged at the beginning of each calendar quarter in advance based on the assets as of the close of the business on the last business day of the prior calendar quarter or on the average daily balance of the account for the prior quarter. Fees will be assessed pro rata in the event the portfolio management agreement is executed at any time other than the first day of a calendar quarter. The more assets there are in an account, the more you will pay in fees. Therefore, we may have an incentive to encourage you to increase the assets in your account.

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 the Maxim Financial Advisors Wrap Fee Brochure and Firm Brochure, accessible here: <https://adviserinfo.sec.gov/>.

Client Relationship Summary

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?

WHAT ARE YOUR LEGAL OBLIGATIONS TO ME WHEN PROVIDING RECOMMENDATIONS? 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 we provide you. Here are some examples to help you understand what this means.

If you are referred to external third party managers, we will receive a solicitor fee or referral fee paid by the recommended manager based upon the referral.

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Conversation Starters. Ask your financial professional-

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

HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?

Investment Advisor Representatives receive a percentage of the wrap fees paid by their clients. In addition, Investment Advisor Representatives may receive salaries, forgivable loans or ownership interest in our parent company. Because our Investment Advisor Representatives are also registered representatives of our related broker-dealer, Maxim Group LLC, they receive separate compensation relating to services they provide to brokerage clients. Our Investment Advisor Representatives may have a conflict of interest in that they have a financial incentive to recommend additional products and services to you.

DO YOU OR YOUR FINANCIAL PROFESSIONALS HAVE LEGAL OR DISCIPLINARY HISTORY?

We have legal and disciplinary events. Visit www.investor.gov/CRS for a free and simple search tool to research us 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?

ADDITIONAL INFORMATION

For additional information about our services, please see www.maximgrp.com. If you would like additional, up-to-date information or a copy of this disclosure, please call (212)895-3500.

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?