



Magnifina, LLC is a registered investment adviser with the Securities and Exchange Commission and provides investment advisory accounts and services, rather than brokerage accounts and services. Brokerage and investment advisory services and fees differ and it is important for you to understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://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 **portfolio management services**. As part of these services, we review client portfolios for performance, risk, and asset allocation on a quarterly basis. Special market or news events may trigger extra or more frequent reviews in between the normal schedule.

We manage investment portfolios for our clients on either a discretionary or non-discretionary basis. If you grant us discretionary authority, we make all decisions to buy, sell or hold securities, cash or other investments in your account without consulting you without consulting you first. You may, at any time, revoke this authority or impose reasonable restrictions. If you grant us non-discretionary authority, we will always contact you for approval before implementing any transactions in your account. The type of authority you grant us will be listed in your Investment Advisory Agreement.

We offer advice with respect to publicly traded equity securities (stocks), fixed-income securities (bonds) or real-estate investment trusts (REITs), pooled-funds assets such as exchange-traded funds (ETFs), mutual funds and on any type of investment that we deem appropriate based on your stated goals and objectives. We may recommend opportunities to invest in alternative assets, such as private equity or venture capital investments. We always manage alternative investments on a non-discretionary basis. We also offer advice with respect to ethical investing.

In order to open an individual account, we require a minimum of \$100,000 in assets and the completion of a needs-analysis. We will not normally advise any client with less than \$1,000,000 to make alternative investments (i.e. non-publicly traded securities).

We offer **financial planning services** where we meet to gather information about your financial objectives, and then deliver a written plan to help you achieve your goals. You are not obligated to act on our recommendations or implement the financial plan through our firm. We only review your financial plan at your request.

For more detailed information about our services, please see Items 4 and 7 of our [Form ADV 2A “Brochure”](#).



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?

**Advisory Fees for Portfolio Management Services:** You will pay an asset-based fee (“Advisory Fee”) on the assets we manage for you. Our standard Advisory Fee is 1.00% per year; for client accounts over \$2,000,000, our Advisory Fee may be negotiated. Advisory Fees are collected quarterly in arrears, and calculated based on your account value at the end of the last trading day of the quarter.

We may recommend you roll over your retirement plan assets into an account to be managed by us. This recommendation creates a conflict of interest as we will earn a new (or increase our current) advisory fee as a result of the rollover. Please review Items 4, 5 and 10 of our [ADV Part 2A](#) for detailed descriptions of conflicts and how we address them.

**Financial Planning Services Fees:** We charge a flat fee ranging from \$1,000 to \$5,000 for financial planning services, which is negotiable depending on the scope and complexity of the plan. Fees are due upon completion of services rendered. Although financial plans are not required to be implemented through Magnifina, a client shall receive a credit toward initial

advisory fees to offset the cost of the financial plan is implemented through Magnifina within two years of the plan's delivery date.

**Other Fees and Costs:** In addition to our fees, clients may be subject to brokerage fees, transaction charges, handling fees, custodial fees, service charges, ticket charges or other fees in connection with our custodian broker partnerships. Other fees and expenses that the Client may pay include retirement plan fees, mutual fund sales loads, 12(b)-1 marketing fees charged by mutual funds, contingent deferred sales charges, annuity fees including mortality and expense charges, and surrender charges.

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 more detailed information about our fees and costs, please see Item 5 of our [Form ADV 2A "Brochure"](#).



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 receive research and other products or services (i.e., soft dollar benefits) from broker-dealers at no charge. This is a conflict of interest, as we have an incentive to recommend and continue utilizing the broker-dealers that provide us with these free products and services.

For more information on the conflicts of interests we have and how we address them, please see Items 10, 11, 12 and 14 of our [Form ADV 2A "Brochure"](#).



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

## **How Do Your Financial Professionals Make Money?**

Asher Rogovy is the sole financial professional authorized to provide investment advice and is compensated on a discretionary basis based on the overall profits of Magnifina. This presents a conflict of interest in that Magnifina has an incentive to encourage you to increase the assets in your account.



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

## **Do You or Your Financial Professionals Have Legal or Disciplinary History?**

No. Visit [Investor.gov/CRS](https://www.investor.gov/CRS) for a free and simple search tool to research Magnifina and our financial professionals.

**For more information about our investment advisory services or to request the most current version of this relationship summary, please go to [Magnifina.com](https://www.magnifina.com) the SEC's website at [www.adviserinfo.sec.gov](https://www.adviserinfo.sec.gov) or call our office at 800-732-0818.**



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?



25 Broadway, Fl 10  
New York, NY 10004  
800-732-0818, ext. 701  
[magnifina.com](http://magnifina.com)  
[help@magnifina.com](mailto:help@magnifina.com)



## Summary of Changes

Please note the following changes since the previous version of our Form CRS, dated January 14, 2022:

- We updated our financial planning fee range to \$1,000 to \$5,000.
- We updated our typical client minimum. In order to open an individual account, we require a minimum of \$100,000 in assets and the completion of a needs-analysis. We will not normally advise any client with less than \$1,000,000 to make alternative investments (i.e. non-publicly traded securities).