FERMATA
ADVISORS
punctuating independence

CUSTOMER RELATIONSHIP SUMMARY – FORM CRS

APRIL 2024

Introduction

Fermata Advisors LLC, DBA Sonoma Wealth Advisors and DBA Rich Financial, is registered with the Securities and Exchange Commission ("SEC") as an investment adviser. Investment advisory services and fees differ from brokerage services. It is important for retail investors to understand the 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 retail investors fee-based financial planning support coupled with investment advisory services.

Financial Planning for Individuals - We utilize software that assists in the development and regular monitoring of financial plans. Financial plans could include many aspects of one's financial life. The firm's approach to working with clients is coaching focused and down-to-earth, with a focus on the best interests of clients. Our guidance is specific to each client's personal situation. If clients fail to disclose important information, our advice may be limited by the information disclosed.

Hourly Consulting - Fermata Advisors, LLC through its investment advisor representatives, can provide consulting services on an hourly basis to clients or on behalf of client through their representative (attorney, CPA, etc.). The services consider information collected from the client such as financial status, investment objectives and tax status, among other data. An investment advisor representative may or may not deliver a written analysis or report as part of the services. Hourly consulting and financial planning offer similar services, but the general difference is related to the particular area of focus. Financial planning is generally more comprehensive and considers a client's entire financial situation whereas hourly consulting tends to be focused on a particular financial objective or need.

Investment Advisory Services - We offer regular and continuous management and supervision of your assets held in IRA's, brokerage accounts, trust accounts, and 401k's. You are not required to meet a minimum dollar threshold in order to engage or maintain our services. When managing your money we focus on your financial objectives. Investment portfolios consist primarily of mutual funds, exchange-traded funds, and individual stocks. We do not use proprietary products and we are not limited to any specific menu of products or types of investments. We manage assets with discretionary authority. Under this authority, we may buy and sell securities and instruments in your accounts without prior approval. We do our best to update clients on irregular rebalancing due to extreme market conditions.

For additional information about our services, please see Items 4 & 7 of our Form ADV, Part 2A Brochure available at: https://adviserinfo.sec.gov/firm/summary/305614.

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?

You pay us to manage your assets, and to provide financial advice for you. The fees you pay us for investment advisory services will in most cases pay for your planning fees. You will pay fees based on the balance of your accounts.

Investment Advisory Fees - We charge ongoing asset-based fees for investment advisory services. We collect fees monthly, quarterly, or as agreed upon in advance. Fees are agreed upon in the Investment Advisory Services Agreement, which is signed when we begin our work together. Fees for accounts opened during a billing period are billed at the beginning of the next billing cycle in arrears.

Planning Fees - Some clients prefer to pay us a fixed hourly planning fee based on the time we spend building their financial plan. In the event this fee is charged we will enter into a separate agreement.

Insurance Commissions - In some cases we will recommend that insurance be used to reach some of your financial goals. In the case we use insurance we are generally compensated by commission from the insurance company.

Custodial Fees - We do not have custody of your investment accounts; they are held at third party custodians like Charles Schwab. These platforms can charge a fee directly to your account to buy or sell securities. We are not compensated by the custodians when we buy or sell on your behalf. Please be aware that if you trade in your account you could incur trading costs. Investment Product Fees - Some investment products charge fees to invest in their fund. We are mindful of these fees and try to use investments with reasonable fees. We do not get paid by utilizing one fund over the other.

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 about our fees and costs, please see Item 5 of our Form ADV, Part 2A Brochure available at: https://adviserinfo.sec.gov/firm/summary/305614.

Ask your financial professional: Help me understand how these fees and costs might affect my investments. If I give you $100,000 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 from Schwab, without cost to us, computer software and related systems support, which allow us to better monitor client accounts maintained at Schwab. While we endeavor at all times to put your interests first, you should be aware, however, that our receipt of economic benefits from a broker-dealer creates a conflict of interest since these benefits may influence our choice of one broker-dealer over another. Our owners have an ownership interest in a business that Fermata recommends to clients which creates a conflict of interest because the owners benefit by recommending certain service providers. We have an incentive to encourage you to move your 401k to be managed in an IRA with us. We have an incentive to sell insurance products because we get paid a commission. We have an incentive to encourage you to increase the assets in your account with us because we get paid more.

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

For additional information, please see Item 12 of our Form ADV, Part 2A Brochure available at: https://adviserinfo.sec.gov/firm/summary/305614.

How do your financial professionals make money?

Advisors are paid on revenue they generate for the firm. Revenue is generated by assets managed; fees charged for financial planning, and or commissions generated for selling insurance products. If advisors generate more revenue they get paid more.

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

Firm = No, Financial Professionals = Yes.
Visit **www.investor.gov/CRS** for a free and simple search tool to research us and our financial professionals.

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

Additional Information

You can request a copy of our relationship summary or request up-to-date information about our firm by emailing info@sonomawealthadvisors.com or by calling (707) 938-7414.

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?