Form ADV Part 3: Relationship Summary
Kirkwood Financial Services, LLC doing business as Secure Financial Management

Introduction

Secure Financial Management is an investment adviser registered with the U.S. Securities and Exchange Commission. We offer our clients investment advisory services. Clients should understand that the services we provide and fees we charge are different than those of a broker-dealer, and that it is important to understand the difference between the two. Free and simple tools are available to research firms and financial professional at https://www.investor.gov/CRS, which also provides educational materials about investment advisers, broker-dealers and investing.

What Investment Services and Advice Can You Provide Me?

Description of Services: Secure Financial Management offers investment advisory services to retail investors. Our investment advisory services are a combination of **retirement planning** and **financial planning,** along with **asset management** services which involves us managing and trading your designated account(s). We will discuss your investment goals and design a strategy to try and achieve your investment goals. As a standard part of our services, we will continuously monitor your account when providing asset management services and contact you at least annually to discuss your portfolio. We can also provide financial planning & consulting services on a stand-alone basis (without the inclusion of asset management services). For more information, please see ***Item 4*** of our ***Form ADV Part 2A***. Asset management services are provided on a **discretionary** basis, meaning we will have the authority to determine the type and amount of securities that can be bought or sold for your portfolio without obtaining your consent for each transaction. For more information about investment authority, please see ***Item 16*** of our ***Form ADV Part 2A***.

Limited Investment Offerings: We do not primarily recommend one type of security to clients. Instead, we recommend investment portfolios designed to be suitable for each client relative to that client's specific circumstances and needs. However, we are limited in investment selection in that we can only invest your account in securities which are available on your custodian/broker-dealer's platform.When providing you services, we do not recommend or offer advice on any proprietary products.

Account & Fee Minimums: We require a minimum of $250,000 to open an account managed by us. To reach this account minimum, you can aggregate all household accounts. Exceptions may be granted to this minimum upon approval of Jay Kirkwood and are typically determined based on the expectation of future investable assets. The minimum fixed fee generally charged for financial consulting services on a stand-alone basis is $5,000.

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?*

What Fees Will I Pay?

Description of Principal Fees & Costs: Fees charged for our services are based on a percentage of assets under management, billed in arrears on a monthly basis, and calculated based on the fair market value of your account as of the last business day of the current billing period. The annual fee will based upon a schedule which ranges between 0.80% and 1.50%. Because our fee is based upon the value of your account we have an incentive to recommend that you increase the level of assets in your account. When engaging us, you will also incur other fees and expenses. The broker-dealer/custodian on your account will charge you fees/expenses for maintaining your account. You will also be charged internal fees and expenses by the funds we invest in within your account.

For clients that want to engage us for financial planning and consulting services, without asset management included, we charge a fixed fee. The minimum fixed fee is generally $5,000, and the maximum fixed fee is generally no more than $20,000.You will pay in advance up to 50% of the quoted total fee with the remainder due upon completion of the project.

Additional Information: 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 information about the fees we charge and the other fees and expenses you will incur, please see ***Item 5*** of ***Form ADV Part 2A***.

Conversation Starters: *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?

Standard of Conduct: When we act as your investment adviser, we must 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 two examples to help you understand what this means. (1) When we provide asset management services, we will ask you to establish an account with Charles Schwab to maintain custody of your assets and to effect trades for your account. Our recommendation to use Charles Schwab is not based solely on your interest of receiving the best execution possible. We also recommend Charles Schwab because they provide us with assistance, products and tools that help us manage and further develop our business operations. As a result, we do not have to pay for such benefits, which save us money; however, these arrangements create a conflict of interest. See ***Item 12*** of our ***Form ADV Part 2A*** for more information. (2) We receive expense reimbursement for advertising and marketing expenses from distributors of investment and/or insurance products, which is a conflict of interest because it creates an incentive to recommend products and investments based on the receipt of this compensation instead of what is in the best interest of our clients. See ***Item 14*** of our ***Form ADV Part 2A*** for more information.

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

Additional Information: For more information about our conflicts of interests and the ways we are compensated, please see ***Item 5*** and ***Item 10*** of our ***Form ADV Part 2A***.

How Do Your Financial Professionals Make Money?

Description of Salary/Payment of IARs: Our financial professionals are compensated either through a fixed salary or through ownership in the firm. Our owner receives compensation from the firm's profits after expenses. Because the owner benefits financially from the firm's overall revenue and assets under management, there is an incentive to encourage clients to invest more assets with the firm or maintain assets at the firm. This presents a conflict of interest, which we manage by adhering to our duty to act in clients' best interests. Our financial professionals also serve as licensed insurance agents. When acting in this separate capacity, the financial professional will receive commissions for selling insurance products. This creates a conflict of interest when the financial professional recommends you purchase insurance products through him.

Additional Information: For information about insurance conflicts of interest, see ***Item 10*** of our ***Form ADV Part 2A***.

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

No. You can look up more information about us and our investment adviser representatives at https://www.investor.gov/CRS.

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

Additional Information About Secure Financial Management

Additional information about us and a copy of this relationship summary are available on the Internet at https://sfmplanning.com/. You can also find our disclosure brochures and other information about us at https://adviserinfo.sec.gov/firm/summary/169278. If you have any questions or want an up-to-date copy of this relationship summary, we can be reached by phone at (210) 428-6250.

Conversation Starters: *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?*

Form ADV Part 3: Relationship Summary

Kirkwood Financial Services, LLC doing business as Secure Financial Management

Summary of Material Changes Exhibit
May 2026

This is a Summary of Material Changes to our Form ADV Part 3, which describes the material changes since our Form ADV Part 3 was last filed in March 2021.

- Page 1 has been updated to better describe the totality of investment advisory services we provided.
- We also removed all references from the brochure to the use of third-party sub-advisers and sub-advisory services.
- Page 1 has been revised to better describe our fee schedules, how we collect fees and when we collect fees.
- We removed previous provisions for hourly fees.
- Page 2 was updated to explain our recommendation and arrangements with Charles Schwab & Company, Inc.
- Page 2 was also updated to disclose the receipt of reimbursement and/or payments for marketing from distributors of investment and/or insurance products, which creates a conflict of interest. Such reimbursements and/or payments are typically the result of informal expense sharing arrangements in which product sponsors underwrite costs incurred for marketing such as client appreciation events, advertising, publishing, and seminar expenses.