

Item 1. Introduction

Willamette Financial Advisors, LLC (“WFA” “we” “us” and “Advisor”) is an Oregon Limited Liability Company registered as an investment advisor under the laws of the Securities and Exchange Commission. 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, which also provides educational materials about broker-dealers, investment advisers, and investing.

Item 2. Relationships and Services

What investment services and advice can you provide me?

We provide fee-based investment advisory and financial planning services. Our approach uses broadly diversified portfolios and a systematic strategy to manage investments. Our investment recommendations generally include mutual funds, exchange-traded funds, and exchange-listed and non-exchange-listed equity securities. We also recommend certificates of deposit, corporate and municipal bonds, municipal securities, U.S. government securities, and money market funds. If Clients hold other types of investments, we will advise them on those investments also. Clients may impose restrictions on investing in certain securities or types of securities. We consider such restrictions when executing the Investment Advisory Agreement. Accounts are regularly reviewed with clients either quarterly, semiannually, but in any event, no less than annually.

WFA has discretionary and non-discretionary authority over Client funds. Discretionary authority means that we have the authority to determine, without obtaining specific Client consent, the securities bought or sold, and the amount of securities bought or sold. The only restrictions on the above discretionary authority are those set by the Client on a case by case basis. Willamette Financial Advisors has no set account minimum.

Conversation Starter: We encourage you to ask our financial professionals these key questions about our investment services and accounts.

- (i) *Given my financial situation, should I choose an investment advisory service? Why or why not?*
- (ii) *How will you choose investments to recommend to me?*
- (iii) *What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?*

Item 3. Fees, Costs, Conflicts, and Standard of Conduct

What fees will I pay?

We provide investment advisory services for a fee based on a percentage of assets under management. Our fee is provided in your Investment Advisory Agreement (“IAA”) based upon a linear schedule from 1.0% down to 0.60%, based on combined client household account assets under management. The fee is calculated quarterly, in advance, and will be equal to the respective percentage per annum based on the combined market value of your account(s) on the last trading day of the previous quarter. At times, WFA may utilize a third-party asset manager (“TPAM”) to provide certain investment advisory services to a client. The TPAM’s fee will always be a portion of the client’s total advisory fees as stated in the IAA. The TPAM fees may range from 0.45% to 1.25%.

WFA also offers financial planning services at an hourly or fixed fee rate. Hourly rates range from \$150 to \$275 per hour, depending on the complexity of the project, the scope of work to be performed, and the differential expertise of the Investment Advisor Representative (“IAR”) providing the services. Fixed fee financial planning projects are estimated to range from \$750 - \$5000, depending on complexity.

The more assets you have in the advisory account, including cash, the more you will pay us. We therefore have an incentive to increase the assets in your account in order to increase our fees. You pay our fee quarterly regardless of whether we buy or sell securities within that quarter. Clients may be required to pay, in addition to WFA’s fee, a proportionate share of any Exchange Traded Fund’s (ETF) or mutual fund’s fees and charges. For example, mutual fund operating expenses are paid out of the fund and are an additional expense incurred by the client.

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.

Conversation Starter: We encourage you to ask us any questions you may have regarding our fees or how cost from third parties such as custodians or mutual funds affect your account. For example, start a conversation by asking, “*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:

Example 1: Your account value goes up, and while the management fee percentage may stay the same, the total compensation you pay us goes up proportionately. Example 2: Your account value goes down, but you still must pay a management fee proportional to your assets under management.

Conversation Starter: If you have any questions regarding conflicts of interests, please feel free to ask us. You can begin a conversation by asking, “*How might your conflicts of interest affect me, and how will you address them?*”

How do your financial professionals make money?

Certain IARs are also licensed to sell insurance. These dually licensed professionals receive income from advisory fees charged to our clients and may also receive commissions from third parties for insurance product sales. Outside of insurance product sales, our IARs do not receive commissions on any other client investments. The receipt of commissions presents a conflict of interest. As fiduciaries we must act primarily for the benefit of investment advisory clients. As such, we will only transact insurance business with clients when the IARs’ receipt of commissions are fully disclosed, suitable, and appropriate.

Our financial professionals are compensated by receipt of a portion of the quarterly advisory fees, as well as by any fixed fees charged to individual clients for services provided by the IAR. Excluding insurance product sales, IAR compensation is not derived from sales of commissionable products, as sales of any other commissionable products are forbidden by the firm.

More detailed information, including fee schedules and conflicts and disclosures are available in our ADV Part 2A Firm Brochure, which is available at: <https://www.willamettefinancialadvisors.com/images/adv.pdf>.

Item 4. Disciplinary History

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

No. We have no legal or disciplinary actions in our history as a registered investment advisor. We encourage you to visit Investor.gov/CRS for a free and simple search tool to research any of our financial professionals. ***Conversation Starter:*** In addition, feel free to ask: “*As a financial professional, do you have any disciplinary history? For what type of conduct?*”

Item 5. Additional Information

You can find additional information regarding WFA and receive a copy of this relationship summary by going on our website at www.willamettefinancialadvisors.com or by contacting us at (503) 747-0306.

We are always available to answer any of your questions. ***Conversation Starter:*** If you do have any concerns, please let us know by asking the following questions: “*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?*”