



ChappelWood Financial Services Corp.

Form ADV Part 2A – Firm Brochure

CRD # 134318

Financial District of Oklahoma

1725 E 15th Street

Edmond, OK 73013

(405) 348-0909

www.ChappelWood.com

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This brochure provides information about the qualifications and business practices of ChappelWood Financial Services Corp. If you have any questions about the contents of this brochure, please contact us at (405) 348-0909. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Additional information about ChappelWood Financial Services Corp. also is available on the SEC's website at www.adviserinfo.sec.gov

Item 2 - Material Changes

- Weston DePriest joined our firm as an Investment Advisor and licensed insurance professional. He will work with the firm's clients and assist in our educational programs.
- Lisa Ward, CFP® left our firm in 2025.

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Item 4 – Advisory Business

CFS was founded in 1989 and is owned and led by CEO Victoria Woods. We provide personalized financial and investment advice to individuals, families, trusts, estates, charitable organizations, and businesses.

Our Services

We offer a broad range of advisory services, including:

- Investment advice (mutual funds, ETFs, individual stocks and bonds, and other securities)
- Financial planning
- Insurance planning (fixed and indexed annuities, life, long-term care, and disability insurance)
- Income and cash-flow planning
- Social Security planning
- Legacy and estate-related planning
- Educational workshops and seminars

Our advisors may also help clients think through real estate or business transactions, but we do **not** provide legal or tax advice. We refer clients to qualified professionals when needed.

We do not guarantee investment results or protection from market losses.

Financial Planning

Financial planning typically includes reviewing a client's current and expected assets, liabilities, insurance, savings, investments, and retirement benefits. Plans may include recommendations such as adjusting insurance coverage, opening retirement accounts, or reallocating savings and investments.

Tailored Advice

We tailor our advice to each client's goals, risk tolerance, time horizon, and income needs. Clients may place reasonable restrictions on the types of investments used in their accounts.

Use of AssetMark Platform

CFS uses AssetMark as a third-party platform provider for investment management solutions. Clients must sign a separate AssetMark Client Services Agreement in addition to our Investment Advisory Agreement.

AssetMark provides:

- Model portfolios

- Mutual fund and ETF solutions
- Privately managed account options
- A range of risk/return profiles and investment approaches

CFS helps clients choose the appropriate model and strategy. AssetMark charges a separate platform fee in addition to our advisory fee.

Assets Under Management

As of December 31, 2025, CFS managed **\$113,083,313** in client assets on a **non-discretionary** basis.

Item 5- Fees and Compensation

CFS is paid in different ways depending on the type of service a client chooses. This section explains each fee type, how and when fees are charged, what is included, and what additional costs clients may pay to third parties.

Financial Planning Fees

CFS offers financial planning on a fixed-fee basis. The fee depends on the complexity of the client's situation, the scope of work, and the level of analysis required. Examples of factors that may increase or decrease the fee include:

- Number of accounts and assets to review
- Complexity of retirement income planning
- Whether tax, estate, or business-planning coordination is needed
- Whether the client needs a full comprehensive plan or a limited-scope plan

Payment structure:

- 50% of the estimated fee is due when the client signs the Investment Advisory Agreement.
- The remaining 50% is due when the plan is delivered and accepted by the client.

What the fee covers:

- Data gathering and analysis
- Written recommendations
- Plan presentation and explanation
- One round of revisions if needed

What the fee does *not* cover:

- Implementation of recommendations
- Commissions from insurance or securities products

- Ongoing monitoring (unless the client separately enrolls in an ongoing service)

Financial planning fees are negotiable, and arrangements may differ from client to client.

Insurance Compensation

CFS does not charge clients directly for insurance products. When a client purchases an insurance policy recommended by CFS, the issuing insurance company pays a commission to CFS.

Important details:

- Commission rates are set by the insurance company and cannot be negotiated.
- Commissions vary by product type, carrier, and policy structure.
- This compensation creates a potential conflict of interest because CFS has an incentive to recommend insurance products.
- This conflict is mitigated through state-mandated suitability requirements and CFS's fiduciary duty to act in the client's best interest.

Non-Managed Advisory Services

Clients who want ongoing access to an advisor but do not want CFS to manage their assets may choose a subscription-style or hourly arrangement.

Available fee structures:

- **Hourly:** Minimum of \$500 per hour
- **Monthly:** \$125–\$150 per month
- **Annual:** \$1,500–\$1,800 per year

These fees cover ongoing advice, check-ins, and general financial guidance but do **not** include portfolio management or implementation services.

Managed Account Fees (Assets Under Management)

Clients who choose to have CFS manage their investment accounts pay an annual Financial Advisor Fee based on the amount of assets initially transferred to the account plus or minus future additions or withdrawals.

The fee is based on the asset level at the start of the relationship, plus or minus any additions or withdrawal. The Level of Assets does **not** change because of market fluctuations. final fee within each tier depends on the client's needs, the complexity of the strategy, and the amount of work required. CFS may deviate from the stated ranges at its discretion.

Example: If a client invests \$600,000 at the beginning of the relationship, the Annual Fee Range will be 1.15% - 1.34%. If he later adds \$500,000 to the new account, the new Annual Fee Range for the account will be 1.00% - 1.14%

Annual Fee Schedule

Level of Assets	Annual Fee Range
\$0 – \$499,999	1.35% – 1.95%
\$500,000 – \$999,999	1.15% – 1.34%
\$1,000,000 – \$1,999,999	1.00% – 1.14%
\$2,000,000 and above	0.90% – 0.99%

How fees are billed

Fees are billed **quarterly in advance** based on the account market value on the last business day of the previous quarter. Fees are typically deducted directly from the client’s account by the AssetMark. However, Clients may choose to pay fees from a separate bank account.

Platform Provider Fees (Important)

The Financial Advisor Fee paid to CFS is **separate from** the Platform Provider Fee charged by AssetMark and the Discretionary Management Fee charged by the Portfolio Strategist. Clients should review the AssetMark Client Services Agreement for full details.

Additional Costs Clients May Pay

Even when paying CFS’s advisory fee, clients may incur additional third-party costs, including:

- **Mutual fund and ETF internal expenses** (management fees, operating expenses)
- **Transaction charges** imposed by the custodian (if applicable)
- **Custodial fees** (if any)
- **Taxes on transactions**

CFS does not receive any portion of these fees.

Refunds of Prepaid Fees

If the advisory relationship ends before the end of a quarter, CFS refunds the unused portion of any prepaid advisory fees. The refund is prorated based on the number of days the account was managed during the quarter. Refunds are also provided based on withdrawals from the account.

Example: If the client terminates halfway through the quarter, 50% of the prepaid fee is refunded.

Compensation for Securities Transactions

CFS and its advisors do **not** receive commissions for buying or selling securities. Clients may implement recommendations through any firm they choose.

Conflicts of Interest

CFS seeks to always act in clients' best interests, but certain compensation structures create potential conflicts, including:

- Insurance commissions
- Fee differences between strategies
- The ability to negotiate fees
- The use of a third-party platform that charges separate fees

These conflicts are disclosed, and CFS operates under a fiduciary duty to mitigate them.

Item 6 – Performance-Based Fees and Side-By-Side Management

CFS does **not** charge performance-based fees.

Item 7 – Types of Clients

CFS serves individuals, families, trusts, estates, charitable organizations, and businesses.

The minimum account size is **\$500,000**, although CFS may waive this at its discretion.

Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss

Investing involves risk, including the risk of losing principal.

CFS uses:

- Model portfolios of mutual funds and ETFs,
- Research and asset-allocation methodologies from Portfolio Strategists
- A detailed discovery process to understand each client's goals and risk tolerance

Our recommendations depend heavily on the accuracy and completeness of the information clients provide.

We do not favor one type of security over another; recommendations are based on client needs.

Item 9 – Disciplinary Information

CFS and its management have no reportable criminal, civil, administrative, or self-regulatory

disciplinary events.

Item 10 – Other Financial Industry Activities and Affiliations

CFS and its advisors:

- Are **not** registered as broker-dealers or futures professionals
- May be licensed insurance agents and may earn insurance commissions

No other material industry affiliations or conflicts exist beyond those disclosed.

Item 11 – Code of Ethics and Personal Trading; Participation in Client Transactions

CFS maintains a Code of Ethics requiring all supervised persons to act in clients' best interests.

Key points:

- Advisors may buy or sell the same securities as clients, but only after client trades are executed.
- Advisors may not use non-public information for personal benefit.
- Certain transactions require pre-clearance.
- Employee trading is monitored.

CFS does not engage in principal or agency-cross transactions.

A copy of the Code of Ethics is available upon request.

Item 12 – Brokerage Practices

CFS does not have discretionary authority over client accounts. Clients choose their risk/return profile and Portfolio Strategist, and the Strategist manages the account on a discretionary basis.

Clients receive confirmations of all transactions and may leave the platform at any time.

CFS does not recommend specific brokers except when required by a selected investment program.

Item 13 – Review of Accounts

Advisors review client accounts regularly and formally meet with clients annually, semi-annually, or quarterly.

Reviews may be triggered by:

- Market changes
- Large deposits or withdrawals
- Client requests

Clients receive monthly custodian statements and quarterly performance reports.

Item 14 – Client Referrals and Other Compensation

CFS may receive certain forms of economic benefits from third parties in connection with the advisory services it provides. These benefits do **not** change the fees clients pay, but they may create potential conflicts of interest that clients should understand.

Compensation and Support From AssetMark

CFS uses AssetMark as a third-party platform provider for many of its managed account services. AssetMark may provide CFS with non-cash benefits that support the firm’s operations and client service activities. These benefits may include:

- **Business development allowances** that help offset costs associated with marketing, technology, or practice-management initiatives.
- **Reimbursement for travel** when CFS representatives attend due-diligence meetings, training sessions, or educational conferences hosted by AssetMark.
- **Training and educational support**, including access to workshops, seminars, and practice-management resources.
- **Technology and operational support**, such as access to reporting tools, investment research, and platform-related systems.

These benefits are provided to CFS because of its relationship with AssetMark and may be based on factors such as total assets placed on the platform or participation in certain programs. Clients do **not** pay higher fees to compensate for these benefits, but the existence of these benefits creates an incentive for CFS to recommend or continue using the AssetMark platform.

CFS addresses this conflict through its fiduciary duty to act in each client’s best interest and by ensuring that platform recommendations are based on the client’s needs, objectives, and suitability—not on any benefit received by the firm.

Support From Portfolio Strategists

Portfolio Strategists available through the AssetMark platform may also provide CFS with:

- **Educational materials**
- **Market commentary and research**
- **Sponsorship of client or educational events**
- **Reimbursement for travel to due-diligence meetings**

These benefits help CFS stay informed about investment strategies and market conditions. However, they may also create an incentive for CFS to recommend strategists who provide more support. CFS mitigates this conflict by basing strategist recommendations on the client's risk tolerance, goals, and investment needs.

Client Referrals

CFS does **not** pay referral fees or compensation to individuals who are not supervised persons of the firm. Likewise, CFS does not receive referral fees from other advisors or third parties for directing clients to them.

If CFS refers a client to an outside professional—such as an attorney, accountant, or insurance specialist—CFS currently receives **no compensation** for that referral.

No Additional Compensation for Securities Transactions

CFS and its Advisory Representatives do **not** receive commissions, transaction-based compensation, or revenue sharing from the sale of securities or investment products recommended to clients. This helps reduce conflicts of interest related to investment selection.

How CFS Manages Conflicts of Interest

Although CFS may receive non-cash benefits from AssetMark or Portfolio Strategists, the firm manages these conflicts through:

- A fiduciary obligation to act in the client's best interest
- A robust discovery and suitability process
- Ongoing monitoring of client accounts
- Disclosure of all material conflicts in this brochure
- Internal policies and procedures designed to ensure recommendations are based solely on client needs

Clients may request additional information about any economic benefits CFS receives from third parties.

Item 15 – Custody

CFS does not hold client assets. Assets are held by qualified custodians, who send statements at least quarterly.

Clients should compare custodian statements with any reports provided by CFS.

Item 16 – Investment Discretion

CFS does not have discretionary authority over client accounts.

Portfolio Strategists exercise discretion within the AssetMark platform.

Item 17 – Voting Client Securities

CFS does not vote proxies. Clients authorize their Portfolio Strategist to vote proxies on their behalf.

Item 18 – Financial Information

CFS has no financial condition that would impair its ability to meet its obligations and has never been the subject of a bankruptcy proceeding.