

**Form ADV Part 2A**  
**Investment Adviser Brochure**  
**May 6, 2025**



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Date of Last Revision	06-19-24

This Form ADV Part 2A (Investment Adviser Brochure) provides information about the qualifications and business practices of Fisher Financial Strategies. If you have any questions about the contents of this brochure, please contact us using one of the methods listed above.

The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission ("SEC") or by any state securities authority. Registration of an investment adviser does not imply a certain level of skill or training.

Additional information about our firm is available on the SEC's website at: [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Select the "Investment Adviser Search" link and then search for "Investment Adviser Firm" using the firm's CRD#, which is 138411.

***Material Changes***

There have been no material changes to this document since the last annual update, filed on June 19, 2024.

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## ***Advisory Business***

Fisher Financial Strategies has been providing investment advisory services since 2006. Thomas A. Fisher, the founder and owner, has been in the financial services industry since 2006.

### **Advisory Services**

**Thomas A. (“Tom”) Fisher, DBA Fisher Financial Strategies (“FFS”)** (“Adviser”) provides Financial Planning and Investment Advisory Services to individuals and families on a fee-only, hourly, as-needed basis. No commissions are earned. These services may be general in nature or focused on particular areas of interest or need, depending on each client's circumstances. The client will enter into a written agreement with FFS setting forth the terms and conditions of the engagement, and describing the scope of the services to be provided.

Fisher Financial Strategies may also provide group educational workshops on financial planning and/or investing. Such workshops will be provided through a client contract with the organization or individual sponsoring the workshop.

Advice (or workshops) may be rendered in the areas of personal finance, cash flow management, debt management, risk management, college funding, retirement planning, estate planning, asset allocation and investment selection. The Adviser employs fundamental, long-term financial planning and investment strategies for most clients. There are no minimums imposed by FFS for the size of investment holdings or net worth of its clients. FFS does not manage client assets directly.

Thomas A. Fisher will prepare and present all financial plans. No on-going or continuous reporting will be provided to clients. In specific cases, at the client's request, FFS may be engaged to provide scheduled or periodic reviews of the client's investment holdings, e.g., on a quarterly basis.

Financial planning may cover any or all of the following areas:

- Retirement planning
- Education planning
- "Windfall planning"
- Asset allocation
- Investment Review and Recommendations
- Estate planning
- Asset management
- Tax planning
- Reviewing insurance needs
- Special needs planning
- Charitable or philanthropic planning
- Other areas of importance to the client

Other areas important to the client may be reviewed by Adviser or outsourced to other experts for review (only with prior approval of the client). The financial plan may include specific financial and investment strategies as well as specific product recommendations, including equity and fixed-income products. The Adviser does not provide tax or legal advice. Specific advice regarding insurance contracts is not provided, although insurance needs analyses may be prepared.

FFS first conducts an initial interview and gathers data to help client determine specific needs, goals, and tolerance for risk. Clients will be required to furnish records and document as needed for review.

Upon receipt of these documents, FFS will review them in detail. Once the review is complete, FFS will develop an integrated analysis based on the client's current situation, expectations, investment objectives and investment time horizon. The client's risk tolerance (or ability to live comfortably with risks associated with investing) will also be taken into account. The Adviser will then present the analysis and a written summary of the significant observations, assumptions and recommendations in each area specified in the agreement. Reports

provided in the presentation will vary by client.

Upon the completion of this presentation, the engagement is concluded. Clients may re-engage Adviser as needed. Periodic, additional financial check-ups may be suggested by the Adviser, but it is the client's responsibility to initiate additional reviews. A typical recommendation would be for the client to consult the Adviser annually or as material changes in the client's financial situation occur (e.g. retirement, loss or change of job, receipt of a significant bonus or inheritance, birth or adoption of a child, establishment of new financial objective, etc.).

It is the client's choice whether or not to implement the advice provided. FFS may assist client with implementation (completing applications, selecting a brokerage firm, etc.) at the normal hourly rate listed in the Fee section below. FFS does not provide tax or legal advice, but with the client's consent FFS may work with client's other advisers to help with coordination and implementation of agreed-upon strategies. The other advisers will bill client separately for their services and these fees will be in addition to those of FFS. Specific product recommendations made by FFS will normally be for "no-load" products. In some cases, such as insurance products, there may not be a suitable selection of no-load products available for recommendation.

### **Types of Investments**

FFS recommends that client's investment management assets be allocated primarily among various open-end, no-load and load-waived mutual funds (with emphasis on index funds), as well as exchange-traded funds, in accordance with the client's investment objectives. Where possible, we prefer primarily low-cost, no-load, index investments. In specific client situations, limited investment in individual stocks or load mutual funds may be recommended.

FFS offers advice on various real estate investments. Advice may also be provided on 529 plans, REITs (real estate investment trusts) and tax credit programs. This is not an all-inclusive list. We will not recommend the purchase of limited partnerships, but FFS may provide advice about any type of investment already held in a client's portfolio at the beginning of the advisory relationship.

### ***Fees and Compensation***

Fisher Financial Strategies charges a fee (fixed fee and/or hourly) for its services based on a maximum hourly rate of \$420. Hourly fees are normally billed in fifteen-minute increments, with a minimum engagement of one hour. FFS's financial planning and consulting fees are negotiable at the Adviser's sole discretion. Financial planning engagements will typically range from \$3,200 to \$6,300, depending on the level and scope of the services required.

Projects spanning more than three months may be billed quarterly. Fees are not collected for services to be provided more than 6 months in advance. FFS will not have custody of client funds or securities.

FFS requires a deposit for initial engagements in the amount of the lesser of up to \$840 or ½ of the lower end of the estimated fee range. The fee will be adjusted only if the scope of the project changes and only with the prior written consent of the client. The balance of fees due are payable immediately upon presentation of the plan or advice to Client. Services to be provided and the anticipated fee range are detailed in the written Service Agreement. Similar services may be provided by other firms at lower prices.

Either party may terminate an engagement upon written notice to the other party. If terminated within 5 business days of signing the Service Agreement, no penalties will be assessed and all prepaid fees will be returned promptly to the client. Should the client terminate the engagement after this date, the client will be responsible and will be invoiced for any time charges incurred by the Adviser for work done prior to termination.

Fees paid to FFS for financial planning and advisory services are completely separate from fees and expenses charged by mutual fund companies. A complete explanation of these fees and expenses are provided in each mutual fund prospectus. Client may also incur transaction costs or administration fees from broker/dealers, trust

companies or other service providers (e.g., transaction fees are charged for certain no-load mutual funds, commissions are charged for individual equity/debt securities transactions). Clients are encouraged to obtain a complete schedule of these fees from the service provider prior to entering into any engagement. FFS does not receive any portion of these other fees. The only compensation received by FFS is paid directly to us by the client.

### ***Performance-Based Fees And Side-By-Side Management***

Fisher Financial Strategies does not charge fees based on a share of capital appreciation of the funds of an advisory contract, also known as performance-based fees. We also do not provide ongoing investment management services, so issues related to side-by-side management are not applicable.

### ***Types of Clients***

Fisher Financial Strategies provides advisory services primarily to individuals, but will also serve ERISA plans, trusts, estates, and business entities as desired by clients.

We do not require minimums as to income, assets, net worth, length of engagement, revenues generated or other conditions for engaging our services.

### ***Methods of Analysis, Investment Strategies, and Risk of Loss***

By its nature, financial planning looks to the long-term. After the client's short-term cash and emergency fund needs are evaluated, investment and risk management strategies are designed to help the client achieve his or her financial goals. Insurance (e.g. homeowner's, auto, liability, etc.) is reviewed only at the client's request, and any insurance purchases would be implemented by the client.

While there is risk in all investments, some carry a greater degree of risk or higher costs. There is no guarantee that the investment strategy selected for a client will result in the client's goals being met, nor is there any guarantee of profit or protection from loss. For those investments sold by prospectus, clients should read the prospectus in full.

When FFS is engaged to provide investment advice, the client's current financial situation, needs, goals, objectives, and tolerance for risk are evaluated. Asset allocation and investment policy recommendations are made, in Adviser's best judgment, to help client pursue overall financial objectives while minimizing risk. Adviser believes that the appropriate allocation of assets across diverse investment categories is critical in the long-term success of one's financial objectives. Adviser employs fundamental analysis and encourages long-term, buy-and-hold approaches in its investment selection and implementation strategies. In limited circumstances, Adviser may provide advice to clients interested in short-term securities investment or option writing. Generally, we recommend that a portfolio be maintained by rebalancing annually.

While we seek investment strategies designed to produce the highest possible return for a given level of risk, we cannot guarantee that an investment objective or goal will be achieved. Some investment decisions will result in loss, which may include the original principal amount invested. The client must be able to bear the various risks involved in investing, which may include market risk, liquidity risk, interest rate risk, currency risk or political risk, among others.

Recommendations provided are based on publicly-available reports, analysis, research materials, computerized asset allocation models, and various subscription services. Adviser may use various software programs and the Internet for additional research/analysis.

## ***Disciplinary Information***

An investment adviser must disclose facts about any legal or disciplinary event that is relevant to a client's evaluation of the advisory business or of the integrity of its management personnel.

Neither Fisher Financial Strategies nor any of its personnel have been the subject of a reportable legal or disciplinary event.

The disciplinary history of the investment advisor and its representatives can be obtained from the Massachusetts Securities Division.

## ***Other Financial Industry Activities and Affiliations***

Adviser may provide referrals to other investment advisory firms as a service to clients. Adviser does not have agreements with or receive referral fees from any other firms. Thomas A. Fisher is a member of Garrett Planning Network ("GPN"), a nationwide network of professional, fee-only financial advisers. GPN members are dedicated to providing competent, unbiased financial advice to people from all walks of life. This group of independent financial planners supports each other through the sharing of technical, operational and marketing information.

Thomas A. Fisher is a member of NAPFA, the National Association of Personal Financial Advisors. NAPFA members practice Fee-Only financial planning which is client-centered, objective and ethical. NAPFA members must (1) submit a comprehensive financial plan for peer review and then complete continuing education in six subject areas every two years, (2) have their regulatory disclosure documents (Form ADV) reviewed annually by an independent third party, and (3) sign and abide by NAPFA's Fiduciary Oath, a commitment to working solely in the client's interest at all times. He is also a member of the Financial Planning Association (FPA), a membership organization for the financial planning community. Members include individuals and companies who are committed to championing the financial planning process.

## ***Code of Ethics, Participation or Interest In Client Transactions, and Personal Trading***

Fisher Financial Strategies, in recognition of its fiduciary duty to its clients, maintains a Code of Ethics which will be provided to any client or prospective client upon request. FFS has a duty to act for the benefit of its clients, to place the interests of its clients first and to refrain from having outside interests that conflict with the interests of its clients. FFS must avoid circumstances that may adversely affect its duty of complete loyalty to its clients. All personnel of FFS shall behave ethically in their professional capacities and will act with integrity and competence.

The Adviser shall only recommend those investments that it has a reasonable basis for believing are suitable for a client, based upon the client's particular situation and circumstances, as communicated by the client. FFS shall exercise its best efforts to act in good faith and in the best interests of its clients. The Adviser shall provide written disclosure to the client prior to a client engagement, and thereafter throughout the term of the engagement, of any conflicts of interest, which will or reasonably may compromise its impartiality or independence.

FFS personnel are prohibited from making an untrue statement of a material fact or failing to state a material fact which, by its omission, could mislead a client. They may not engage in fraudulent, manipulative, or deceitful acts toward a client. Fisher Financial Strategies personnel are required to comply with applicable state and federal securities laws. FFS also abides by the Codes of Ethics for NAPFA and the CFP Board of Standards.

At times employees and other related parties to Adviser may hold positions in securities that may also be recommended to clients. However, at no time will Adviser or any related party receive preferential treatment over clients. FFS enforces the applicable rules of the Investment Advisers Act of 1940, including the prohibition against insider trading.

## ***Brokerage Practices***

FFS is not affiliated with any bank, custodian or brokerage firm. If we are engaged to provide investment advice, we will offer to use the service provider with whom the client's assets are currently maintained. If the client prefers to use a new service provider, we will recommend one based on the need, overall cost and ease of use for the client.

The only compensation we receive is in the form of hourly fees paid directly by the client. Therefore, we do not receive any additional compensation when the client engages a recommended brokerage firm or other service provider.

## ***Review of Accounts***

The financial plan is a snapshot in time and no ongoing reviews are conducted. We recommend clients engage us as needed to update the financial plan. Periodic portfolio reviews are recommended and it is the client's responsibility to initiate these reviews.

Initial portfolio reports are provided when Fisher Financial Strategies is engaged to provide asset allocation or investment advice. The firm does not provide continuous or ongoing performance reporting. Clients will receive account statements directly from the mutual fund, brokerage, or other companies in which they hold investments.

## ***Client Referrals & Other Compensation***

FFS does not receive, nor does it pay, any fees for client referrals.

Prospective clients may be referred to FFS through the GPN web site, [www.garrettplanningnetwork.com](http://www.garrettplanningnetwork.com), through the Financial Planning Association web site, <http://www.fpanet.org>, or through the NAPFA web site, [www.napfa.org](http://www.napfa.org).

FFS pays operational fees to Garrett Planning Network and membership fees to NAPFA and FPA. Nothing is paid to these organizations for client referrals, and clients referred through their web sites do not pay more for the services of the Adviser than clients who learn about FFS from other sources. FFS does not pay or receive compensation from any third party based on the referral of a client or based on the client's business.

## ***Custody***

Fisher Financial Strategies does not take custody of client cash, bank accounts or securities. The client's cash, bank accounts and securities will be maintained by unaffiliated, qualified custodians, such as banks, brokerage firms, mutual fund companies and transfer agents. The client will receive account statements directly from the service provider. These statements are typically provided on a monthly or quarterly basis or as account transactions occur.

Firm personnel will not act as trustee for, or have full power of attorney over, a client account, unless as a co-trustee of an immediate or incompetent family member.

### ***Investment Discretion***

FFS does not provide discretionary investment management services, so issues related to investment discretion are not applicable.

### ***Voting Client Securities***

Fisher Financial Strategies does not vote client securities. The client will maintain responsibility for directing the manner in which proxies are voted, as well as all other elections relative to mergers, acquisitions, tender offers or other events pertaining to client investments. The client will receive proxies and other solicitations directly from the custodian or transfer agent for the investments.

### ***Financial Information***

An investment adviser must provide financial information if (1) it requires or solicits prepayment of more than \$500 in fees per client, six months or more in advance, or (2) if there is a financial condition likely to impair its ability to meet contractual commitments, or (3) if it has been the subject of a bankruptcy petition within the past ten years.

FFS does not have any conditions that require such disclosure.



## ***Part 2B: Brochure Supplement (Advisory Personnel)***

### **Education Background and Business Experience**

**Thomas A. Fisher, CFP® (Born 1959)**

**CRD # 5077604**

Formal education after high school:

Furman University, Greenville, SC, B.S. (magna cum laude), Chemistry, 1981; Harvard University, Cambridge, MA, M.A., Chemistry, 1983; Boston University, Boston, MA, Certificate in Financial Planning, 2008

Professional designations: Uniform Investment Adviser Law (Series 65) Examination (2005); CERTIFIED FINANCIAL PLANNER™ professional (2009).

Business background: Employed as research chemist, project manager, senior engineer in the electronic chemicals industry from 1985 to 2005 at Shipley Company (later Rohm and Haas Electronic Materials). Founder and principal, Fisher Financial Strategies, 10/2005 to present.

#### **CFP® Certification Requirements**

**Education:** CFP® professionals must develop their theoretical and practical financial planning knowledge by completing a comprehensive course of study at a college or university offering a financial planning curriculum approved by CFP Board. Other options for satisfying the education component include submitting a transcript review or previous financial planning-related course work to CFP Board for review and credit, or showing the attainment of certain professional designations or academic degrees.

**Examination:** In order to become a CFP® practitioner, Thomas Fisher passed a comprehensive two-day, 10-hour examination that tested one's ability to apply financial planning knowledge in an integrated format. Based on regular research of what planners do, the exam covers the financial planning process, tax planning, employee benefits and retirement planning, estate planning, investment management and insurance.

**Experience:** CFP® professionals must have three years minimum experience in the financial planning process prior to earning the right to use the CFP® certification marks. As a result, CFP® practitioners possess financial counseling skills in addition to financial planning knowledge.

**Ethics:** As a final step to certification, CFP® practitioners agree to abide by a strict code of professional conduct, known as CFP Board's Code of Ethics and Professional Responsibility, that sets forth their ethical responsibilities to the public, clients and employers. CFP Board also performs a background check during this process, and each individual must disclose any investigations or legal proceedings related to their professional or business conduct.

Once certified, CFP® practitioners are required to maintain technical competence and fulfill ethical obligations. Every two years, they must complete a minimum 30 hours of continuing education to stay current with developments in the financial planning profession and better serve clients. Two of these hours are spent studying or discussing CFP Board's Code of Ethics or Practice Standards. In addition to the biennial continuing education requirement, all CFP® practitioners voluntarily disclose any public, civil, criminal or disciplinary actions that may have been taken against them during the previous two years as part of the renewal process.

#### **Other Business Activities**

Thomas A. Fisher owns and manages a residential rental property in Cambridge, MA; this typically requires 1-4% of his business time. He has previously served, and may serve in the future, as a member and officer of the Trustees of the Synod of the Reformed Presbyterian Church of North America (RPCNA). This is a tax-exempt corporation organized under the laws of the Commonwealth of Pennsylvania; its principal function is to hold and manage property and investments for the benefit of the RPCNA and its related ministries.