

Brighton Jones, LLC (“we” or “us”) is registered with the Securities and Exchange Commission as an investment adviser and provides advisory accounts and services rather than brokerage accounts and services. There are different ways you can get help with your investments. You should carefully consider which types of accounts and services are right for you. Investment advisory services and compensation structures differ from those of a registered broker-dealer, and it is important that you understand the differences.

Free and simple tools are available to research firms and financial professionals at www.Investor.gov/CRS. The site also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

Our Personal CFO (PCFO) service offering provides wealth management services consisting of financial planning and consulting, discretionary investment management, and continuous monitoring and consulting services to high-net-worth individuals, trusts, and estates (our “retail investors”). We also recommend certain clients allocate a portion of their assets among unaffiliated independent investment managers.

Our Lenora Family Office Service provides comprehensive family wealth and legacy planning, including a Richer Life Legacy plan. Lenora Family Office clients have the option to receive mutually agreed-upon administrative services, including bill pay services, and discretionary investment management services.

Through OpenPlan’s Individual Financial Planning (IFP) service offering, we provide initial and ongoing strategic wealth management services consisting of financial planning and consulting, optional discretionary investment management, and annual monitoring services for retail investors starting their wealth management journey. When a retail investor engages us to provide wealth management services we shall monitor, on a continuous basis, the investments in the accounts over which we have authority as part of our investment management service. Furthermore, when engaged on a discretionary basis, we shall have the authority, without prior consultation with you (unless you impose restrictions on our discretionary authority), to buy, sell, trade and allocate the investments within your account(s) consistent with your investment objectives. Our authority over your account(s) shall continue until our engagement is terminated. We also provide OpenPlan Retirement Plan Advisory Services, which consist of retirement plan consulting/management services to the plan and, in some cases, financial wellness consulting for the plan’s participating employees.

When we provide financial planning and consulting services, we rely upon the information provided by the client for our financial analysis and do not verify any such information while providing this service.

We do not limit the scope of our investment advisor services to proprietary products or a limited group or type of investment. We generally require a minimum quarterly fee ranging of \$2,500 for PCFO services, which we may waive or reduce at our discretion. For clients who engage OpenPlan for investment management, there is generally not a minimum account size or quarterly fee requirement. For IFP clients, there is generally a monthly maintenance fee of \$150.

For more detailed information about our Advisory Business and the Types of Clients we generally service, please see Items 4 and 7, respectively in our [ADV Part 2A](#).

*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?

Our fees are listed in our client agreements. For PCFO services, we charge a fee calculated as a percentage of your assets our management (our “AUM Fee”). Our annual AUM Fee does not generally exceed 1.25%.

For OpenPlan IFP clients who engage us for financial planning and consulting, our fee is \$150 per month in addition to a \$2,500 implementation fee. When engaged to provide optional discretionary investment management services, you will be charged an additional AUM Fee that does not generally exceed .95%.

We typically deduct our AUM Fee from one or more of your accounts, in advance, on a quarterly basis. Because our AUM Fee is calculated as a percentage of your assets under management, the more assets you have in your advisory account, the more you will pay for our investment management services. Therefore, we have an incentive to encourage you to increase the assets maintained in accounts we manage.

Our financial wellness consulting fees generally ranging from \$5,000 to \$25,000 on a fixed fee basis and also incorporate an hourly component ranging between \$150 and \$300 per hour. Furthermore, your investment assets will be held with a qualified custodian. Custodians generally charge brokerage commissions and/or transaction fees for effecting certain securities transactions. In addition, relative to all mutual fund and exchange traded fund purchases, certain charges will be imposed at the fund level (e.g., management fees and other fund expenses). Fees and expenses clients are responsible for are described in greater detail in Item 5 of our [ADV Part 2A](#).

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 detailed information about our fees and costs related to our management of your account, please See Item 5 in our [ADV Part 2A](#).

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. As an example, we may recommend a particular custodian to custody your assets, and we may receive support services and/or products from that same custodian, certain of which assist us to better monitor and service your account while a portion may be for the benefit of our firm. We also are the majority owner of several affiliated funds. This creates a conflict of interest as we may earn compensation from the Funds that may exceed the fee we would earn under our standard asset-based fee schedule. As another example, clients who invest in funds sponsored by us or our affiliates will pay both investment advisory fees to us and the fees that are specified in the marketing and offering documentation for the relevant funds. The additional layer of fees creates a conflict of interest and incentive to recommend that clients invest in affiliated funds over unaffiliated funds. We seek to mitigate this conflict by investing clients in affiliated funds on a nondiscretionary basis and making only investments that meet the due diligence standards we apply to unaffiliated investments.

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

For more detailed information about our conflicts of interest, please review our [ADV Part 2A](#).

How do your financial professionals make money?

Our financial professionals are generally compensated on a salary basis. However, certain of our financial professionals, based upon their individual professional ability, may receive a performance bonus from time-to-time. You should discuss your financial professional's compensation directly with your financial professional.

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

No for the firm. Yes for advisors. We encourage you to visit www.Investor.gov/CRS to research our firm and our financial professionals. Furthermore, we encourage you to ask your financial professional:

As a financial professional, do you have any disciplinary history? If so, for what type of conduct?

Additional information about our firm is available on the SEC's website at www.adviserinfo.sec.gov. You may contact our Chief Compliance Officer at any time to request a current copy of your ADV Part 2A or our *relationship summary*. Our Chief Compliance Officer may be reached by phone: (206) 258-5000.

Who is my primary contact person? Is he or she a representative of an investment adviser or broker-dealer? Who can I talk to if I have concerns about how this person is treating me?

Exhibit of material changes.

Since our last annual amendment dated March 29, 2024, this brochure has been materially amended as follows:

- We have added service descriptions for Lenora Family Office Service and Open Plan Retirement Plan Advisory Services; and
- We added an additional conflict description.