ROI Financial Advisors

MEET THE TEAM

Lance J. Johnson

CEO/CCO, Investment Advisor Representative
Phone: 503-941-5925
lance.j.johnson@roi-fa.com
www.roi-fa.com

Trevor Bruno

Investment Advisor Representative
Phone: 503-941-5925, ext. 103
trevor@roi-fa.com
roi-fa.com/roi-team

Dream Big. Start Now. *The Future Can't Wait.*

Dreams really can come true, but it rarely happens by accident. Achieving them is a gradual process, built on steady progress over time. The good news? You don't have to do it alone. At ROI Financial, we're here to help you create the future you want. Here's how.

Financial planning doesn't begin with us crunching numbers. It starts with you dreaming big. "Dreaming is essential," says ROI Financial CEO, Lance Johnson. "What do you truly want for yourself and your loved ones? Once you share your dreams, we can help you get there, step by step."

Next, we'll work together to turn your dreams into a series of actionable goals. Johnson compares the process to rising from the first floor of a building to the top floor. "The only way up is one floor at a time," he says. "The key is to get started and then keep moving toward your goals. When it comes to building wealth, success is largely a function of time." A solid financial plan will guide you to the top with short- and long-term strategies for tax planning, investing and saving.

Whether you're buying your first home or your forever home, saving for college or for retirement, your plan will be as unique as you are. Call ROI Financial for a free consultation and let's make your dreams come true. Even if you start small, your future self will thank you for dreaming big.

FIVE STAR WEALTH MANAGER AWARD WINNER

HIGHLIGHTS

- Custom financial plans
- Strategies for every life-stage
- Work toward financial freedom
- Prepare for the unexpected
- Optional integrated services
- Help Take control of your financial future

ROI FINANCIAL
A Registered Investment Advisor

14675 SW Millikan Way
Beaverton, OR 97003
Phone: 503-941-5925
lance.j.johnson@roi-fa.com • roi-fa.com

ROI Financial Advisors, LLC. (dba ROI Financial)is an SEC Registered Investment Advisor based in Oregon and serving clients nationwide.

FIVE STAR WEALTH MANAGER AWARD WINNER

This award was issued on 05/01/2026 by Five Star Professional (FSP) for the time period 07/17/2025 through 01/02/2026. Fee paid for use of marketing materials. Self-completed questionnaire was used for rating. This rating is not related to the quality of the investment advice and based solely on the disclosed criteria. 2,089 Portland-area wealth managers were considered for the award; 96 (5% of candidates) were named 2026 Five Star Wealth Managers. The following prior year statistics use this format: YEAR: # Considered, # Winners, % of candidates, Issued Date, Research Period. 2025: 1,948, 97, 5%, 5/1/25, 7/31/24 - 12/31/24; 2024: 1,672, 100, 6%, 5/1/24, 7/10/23 - 1/31/24; 2023: 1,490, 98, 7%, 5/1/23, 7/11/22 - 1/13/23; 2022: 855, 86, 10%, 5/1/22, 7/19/21 - 1/21/22; 2021: 900, 96, 11%, 5/1/21, 7/13/20 - 1/22/21; 2020: 824, 85, 10%, 4/1/20, 6/1/19 - 2/7/20; 2019: 848, 100, 12%, 4/1/19, 7/19/18 - 2/11/19; 2018: 814, 94, 12%, 4/1/18, 7/21/17 - 2/13/18; 2017: 902, 217, 24%, 4/1/17, 7/25/16 - 2/15/17; 2016: 811, 223, 27%, 3/1/17, 9/16/15 - 2/12/16; 2015: 1107, 224, 20%, 4/1/15, 9/16/14 - 2/12/15; 2014: 1558, 190, 12%, 4/1/14, 9/16/13 - 2/12/14; 2013: 2551, 330, 13%, 4/1/13, 9/16/12 - 2/12/13; 2012: 1454, 260, 18%, 4/1/12, 9/16/11 - 2/12/12.

The award is based on 10 objective criteria. Eligibility Criteria – Required 1. Meets requirements to be an investment adviser representative (IAR) or a principal of a registered investment adviser (RIA). 2. Actively practicing as an IAR or principal of an RIA for a minimum of five years; 3. Favorable regulatory and complaint history review (As defined by FSP, the wealth manager has not; A. Been subject to a regulatory action that resulted in a license being suspended or revoked, or payment of a fine; B. Had more than a total of three settled or pending complaints filed against them and/or a total of five settled, pending, dismissed or denied complaints with any regulatory authority or FSP's consumer complaint process. Unfavorable feedback may have been discovered through a check of complaints registered with a regulatory authority or complaints registered through FSP's consumer complaint process; feedback may not be representative of any one client's experience; C. Individually contributed to a financial settlement of a customer complaint; D. Filed for personal bankruptcy within the past 11 years; E. Been terminated from a financial services firm within the past 11 years; F. Been convicted of a felony); 4. Fulfilled their firm review based on internal standards; 5. Accepting new clients. Evaluation criteria - considered: 6. One-year client retention rate; 7. Five-year client retention rate; 8. Non-institutional discretionary and/or non-discretionary client assets administered; 9. Number of client households served; 10. Education and professional designations. FSP does not evaluate quality of services provided to clients. The award is not indicative of the wealth manager's future performance. Wealth managers may or may not use discretion in their practice and therefore may not manage their clients' assets. The inclusion of a wealth manager on the Five Star Wealth Manager list should not be construed as an endorsement of the wealth manager by FSP or this publication. Working with a Five Star Wealth Manager or any wealth manager is no guarantee as to future investment success, nor is there any guarantee that the selected wealth managers will be awarded this accomplishment by FSP in the future. Visit www.fivestarprofessional.com.

ROI FINANCIAL
A Registered Investment Advisor

5 Star Professional (FSP) award Disclosures

The Five Star Professional (FSP) award, as seen in Portland Monthly Monthly was issued on 05/01/2026 for the time period 07/17/25 through 01/02/2026.

A fee was paid by ROI Financial for the use of marketing and advertising materials.

ROI Financial, LLC (dba ROI Financial) is an SEC registered investment advisor. This material does not constitute a complete description of our investment services and is for informational purposes only.

ROI Financial does not provide tax or legal advice. Please visit ROI Financials' website roi-fa.com and its Client Relationship Summary and ADV Part2A for a complete description of services and fees..

503.941.5925 | www.roi-fa.com