

Finhabits Advisors LLC

Form Customer Relationship Summary

Effective February 26, 2024

Introduction:

Finhabits Advisors LLC (“Finhabits”) is registered with the Securities and Exchange Commission as an investment adviser. Brokerage and investment advisory services and fees differ, and that it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at www.investor.gov/crs, which also provides educational materials about broker-dealers, investment advisers, and investing.

Relationships and Services:

What investment services and advice can you provide me?

Finhabits offers a wrap fee program to retail investors with discretionary investment advisory services through an online web-based application. Finhabits automatically implements the investment strategy and periodically rebalances each client’s portfolio in order to maintain an efficient portfolio. Although Finhabits requests and captures a wider range of information from clients, the recommendation of the investment strategy is not currently considering that wider range of information. The investments in the portfolio will primarily consist of exchange traded funds and mutual funds. Clients are not able to change the underlying funds that comprise each portfolio. There are no minimum account size requirements; however, there is a minimum investment of \$5 on account opening. Each client’s account will be held in the client’s name at an independent custodian, and not with Finhabits. All accounts managed through Finhabits are required to use Apex Clearing Corporation as the independent custodian.

We also provide investment services to 401(k) plans, including selecting, monitoring and managing the investment menu and portfolios for your account.

Our parent company, Finhabits Inc, together with various of its subsidiaries, offers a range of other products. Additional documentation related to the accounts and services we provide can be found at www.finhabits.com/legal

Conversation Starters

- Given my financial situation, should I choose an investment advisory service? Should I choose a brokerage service? Should I choose both types of services? 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?

Fees, Costs, Conflicts, and Standard of Conduct:

What fees will I pay?

Finhabits subscribers pay \$10 a month Subscription Fee for access to Finhabits Premium Content and the ability to establish up to three different accounts: a Finhabits Invest Account (Personal Investment Portfolio), a Finhabits Invest Account (Emergency Reserve Portfolio), and a Finhabits IRA Account (Retirement Portfolio). The Subscription Fee is assessed regardless of whether a subscriber establishes an investment account.

The assets in Finhabits accounts are managed pursuant to Finhabits unique automated investment service. Finhabits will not assess its 1% annual Asset Management Fee for any assets when the combined monthly balance across a client’s Finhabits accounts is \$12,000 or less. When the combined monthly balance across a client’s Finhabits accounts exceeds \$12,000, Finhabits will automatically switch the client from a Subscription Fee to a 1% annual Asset Management Fee with respect to all assets across a client’s Finhabits accounts.

Finhabits’ 401(k) plans pay a monthly fee of \$2 per month per plan participant. For specific information on fees, please see the ADV Part 2, ITEM 4 – Services, Fees, and Compensation (<https://www.finhabits.com/legal>).

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 Starters

- 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:

- Finhabits receives higher fees from clients when the account has more assets or when the client has more accounts, thus Finhabits has an incentive to increase the assets or accounts of the client. In contrast, it may be in the client's best interest to use this additional money to pay down high interest debt.

Conversation Starters

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

For information on conflicts, please see ADV Part 2, ITEM 9 -Additional Information (<https://www.finhabits.com/legal>).

How do your financial professionals make money?

Financial professionals are paid an annual salary and are not compensated based on your assets we service, or the time and complexity required to meet your needs.

Disciplinary History:

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

No. Visit [Investor.gov/CRS](https://www.investor.gov/crs) for a free and simple search tool to research you and your financial professionals.

Conversation Starters

- As a financial professional, do you have any disciplinary history? For what type of conduct?

Additional Information

For additional information about our services can be found at www.finhabits.com. If you would like additional, up-to-date information or a copy of this disclosure, please email support@finhabits.com or call 1-800-492-1175.

Conversation Starters

- 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?