

INTRODUCTION

Our firm, Bruce G. Allen Investments, LLC, is an investment adviser registered with the Securities and Exchange Commission. We feel that it is important for you to understand how advisory and brokerage services and fees differ in order to determine which type of account is right for you. There are free and simple tools available to research firms and financial professionals at www.investor.gov/CRS, which also provides educational materials about investment advisers, broker-dealers, and investing.

WHAT INVESTMENT SERVICES AND ADVICE CAN YOU PROVIDE ME?

Bruce G. Allen Investments, LLC, offers investment advisory services to retail investors. Our firm manages advisory accounts on a discretionary basis. In a discretionary account, you have granted written investment authority to your Financial Professional to execute purchase and sell orders in your advisory accounts without consulting with you first. You may limit our discretion, such as by imposing reasonable restrictions on investing in specific securities or groups of securities. If deemed appropriate for you, our Firm will recommend utilizing a separately managed account, third-party manager, or unified managed account program (“TPM”) to aid in implementing investment strategies for the client’s portfolio.

As investment advisers, we provide investment advice to you through our Investment Adviser Representatives (“IARs”) for an ongoing fee. Based on your financial needs and objectives, your IAR will advise you on the management of your investments, including through 1) representative as portfolio manager programs, 2) separately managed accounts, Third-Party manager (“TPM”), 3) and/or fee-based financial planning. This service is included as part of the Firm’s standard advisory services. Our Firm requires a minimum portfolio value of \$1 million, which is negotiable, to provide advisory services to you. Our Firm also offers financial planning and consulting services to our clients. These services can be provided on a stand-alone basis or in conjunction with our investment management services. These services usually include preparing long-term financial projections for clients and may also include advising on insurance policies, education funding, real estate decisions, non-managed investments, financing options, and tax and estate planning matters.

Additional information about our advisory services is located in Item 4 of our Firm Brochure, which is available online at <https://adviserinfo.sec.gov/firm/summary/287859>.

Questions to Ask Us: 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 those qualifications mean?

WHAT FEES WILL I PAY?

You will be charged an ongoing quarterly fee based on the value of the investments in your account. Our Investment and Wealth Management and Supervision’s maximum annual fee is typically less than 1.25%. The more assets you have in your advisory account, the more you will pay us. We therefore have an incentive to increase the assets in your advisory account in order to increase our fees. The amount you pay will depend, for example, on the services you receive, the complexity of your portfolio, or the amount of assets in your account. Our firm’s fees will be automatically deducted from your advisory account, which will reduce the value of your advisory account. Additional deposits and withdrawals will be added or subtracted from portfolio assets, which may lead to an adjustment of the account fee. Our employees and their family-related accounts are charged a reduced fee for our services. At our discretion, you may pay the advisory fees by check. Third-Party Manager (“TPM”) fees are charged independently by mutual funds, exchange-traded funds, private investment funds, and separate account managers. The billing methods of these organizations are outlined in each firm’s brochure, prospectus, or contract. You pay ongoing fees directly to TPMM’s based on the assets you have under management with respect to each TPMM.

Our Financial Planning or Consulting service maximum flat fee is \$15,000, and the hourly rate is \$550. We charge an upfront retainer when you sign an agreement.

The broker-dealer that holds your assets charges you a transaction fee when we buy or sell an investment for you. The broker-dealer’s transaction fees are in addition to our firm’s fees for our Investment and Wealth Management

and Supervision service. You may also pay or incur charges imposed by the broker-dealer, custodian, trust company, bank, and other financial institutions holding and maintaining your account for certain investments. Some investments, such as mutual funds, index funds, exchange-traded funds, and variable annuities, charge additional fees that will reduce the value of your investments over time. In addition, you may have to pay fees such as “surrender charges” to sell variable annuities. In some instances, we may select third-party money managers who will assist us in managing your account. If selected, they will charge you a fee, which will be described to you in their Form ADV and/or agreement. 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 the fees and costs you are paying.

Additional information about our fees is located in Item 5 of our Firm Brochure, which is available online at <https://adviserinfo.sec.gov/firm/summary/287859>.

Questions to Ask Us: 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: Bruce Allen is a registered representative of M.S. Howells & Co. (“M.S. Howells”) an unaffiliated broker-dealer. Your financial professional may offer you brokerage services through M.S. Howells or investment advisory services through our firm. Brokerage services and investment advisory services are different, and the fees our firm and M.S. Howells charge for those services are different. They charge a transaction-based fee, commonly referred to as a commission, each time they buy or sell a security in a brokerage account. As a result, they have an incentive to trade as much as possible in order to increase their compensation. Additional information about M.S. Howells’s services and fees is available online at <https://mshowells.com/>. Bruce G. Allen Investments, LLC, is a licensed insurance agency with the State of Colorado and licensed in various other states. Our firm’s financial professionals include licensed insurance agents who sell insurance products for a commission. They have an incentive to recommend insurance products to you in order to increase their compensation.

Additional information about our conflicts of interest is located in Item 10 of our Firm Brochure which is available online at <https://adviserinfo.sec.gov/firm/summary/287859>.

Questions to Ask Us: How might your conflicts of interest affect me, and how will you address them?

HOW DO YOUR FINANCIAL PROFESSIONALS MAKE MONEY?

Our financial professionals are compensated based on the amount of client assets they service.

DO YOU OR YOUR FINANCIAL PROFESSIONALS HAVE LEGAL OR DISCIPLINARY HISTORY?

No, our firm and financial professionals do not have any legal and disciplinary history to disclose. Visit www.investor.gov/CRS for a free and simple search tool to research our firm and our financial professionals.

Questions to Ask Us: As a financial professional, do you have any disciplinary history? For what type of conduct?

ADDITIONAL INFORMATION

You can find additional information about our firm’s investment advisory services on the SEC’s website at www.adviserinfo.sec.gov by searching CRD #287859. You may also contact our firm at (303) 592-5535 to request a copy of this relationship summary and other up-to-date information.

Questions to Ask Us: 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?

MATERIAL CHANGES

March 2024: The firm updated the Form CRS for Annual Amendment. No material changes to report.