

GOINVEST

8427 Old Bingham HWY, West Jordan, UT 84088 - 801.666.4373 - info@goinvest.us - www.goinvest.us

Form ADV Part 3 - Customer Relationship Summary (CRS) - Mar 19, 2024

Go Invest LLC is registered with the Securities and Exchange Commission (SEC) as an investment adviser. The SEC provides free and simple tools to research firms and financial professionals as well as educational materials. You can find this information by going to: investor.gov/crs

What investment services and advice can you provide me?

We offer automated online investment services to retail investors. Our investment services are for participants of retirement plans. Investment recommendations are based on a questionnaire each participant completes.

Monitoring: We regularly review the investments we provide access to, including the investments we recommend to investors as part of our automated advisory service. At least annually, we review each investment to determine if it meets our investment criteria and meets the best interest of investors.

Investment Authority: We do not have discretionary authority over your investments. You, as the investor, make the ultimate decision regarding the purchase or sale of investments.

Limited Investment Offerings: We provide a limited number of investment offerings. Retirement plans we provide services for are designed with the sole focus of helping you be prepared for retirement. We limit the investments available to investments we determine will best meet that goal.

Account Minimums and Other Requirements: We do not have any minimums to open and maintain an account with us. We do require that you be a participant in one of the retirement plans we provide advisory services to.

Additional Information: For more information please review items 4, 7, and 13 of our [Firm Brochure](#).

Conversation Starters: You can ask us these questions by calling 801-666-4373 or emailing info@goinvest.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 these qualifications mean?***

What fees will I pay?

We charge 0.30% (30 basis points) of assets under management. We do not have any other fees. In some circumstances we may waive this fee and provide our services free of charge. This 0.30% fee includes the fees we must pay to the custodian of your assets, Matrix Broadridge.

Since we charge a fee as a percentage of the assets we manage for you, the amount you pay in fees increases as the amount of assets in your advisory account with us increases. As such, we may have an incentive to encourage you to increase the assets in your account.

We do not receive any form of compensation from investments we recommend or make available to you. We do not receive any commission or compensation for the purchase or sale of any securities.

Individual investments also have fees associated with them. We regularly update and provide you with these fees for your consideration in selecting investments. These fees are listed as the "Expense Ratio" for each investment. These fees are not paid to Go Invest or collected by us. These fees are charged directly on the funds you have in that investment.

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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.

Additional Information: For more information on fees please review item 5 of our [Firm Brochure](#).

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- *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.

One conflict of interest that affects retail investors such as yourself is the charge of an asset-based fee. This fee may incentivize us to encourage you to increase the assets in your account resulting in a higher fee amount.

Additional Information: For more information please review items 10, 11, and 12 of our [Firm Brochure](#).

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

How do your financial professionals make money?

Our professionals are paid a fixed annual salary. Their salary is not dependent or associated with assets under management. They are not paid commission or bonuses based on client acquisition or other factors associated with client accounts including complexity of the account, products sold, or revenue from the account. The owners of the company benefit from the success of the firm and therefore have incentive to increase assets under management of the firm or otherwise make recommendations that increase firm profits.

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

No. The SEC provides a free and simple search tool to research our firm and professionals at investor.gov/crs.

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

Additional Information.

You can find more information on our services on our website at www.goinvest.us, in our [Firm Brochure](#), or by emailing us at info@goinvest.us. A copy of this relationship summary can be found on our website. To request a physical copy of this summary or to request up-to-date information you can email info@goinvest.us or call us at 801-666-4373.

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- *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?*