

## **Form ADV Part 2A Appendix 1 Wrap Fee Brochure**

**Rize Advisors, LLC**  
**3000 Wilson Blvd Suite 210**  
**Arlington, VA 22201**  
**(202) 730-9897**  
[www.rizemoney.com](http://www.rizemoney.com)

**Updated: December 12, 2018**

This wrap fee program brochure (the "Brochure") provides information about the qualifications and business practices of Rize Advisors, LLC ("Rize"). If you have any questions about the contents of this Brochure, please contact us via email at [support@rizemoney.com](mailto:support@rizemoney.com). The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission (the "SEC") or by any state securities authority.

Rize Advisors, LLC is a Registered Investment Advisor. Registration of an investment advisor does not imply any level of skill or training. The oral and written communications of an advisor provide you with information that you may use to determine whether to hire or retain them.

Additional information about Rize Advisors, LLC is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can search this site by using a unique identifying number, known as CRD number. The CRD number for Rize Advisors, LLC is 281185. The SEC's web site also provides information about any persons affiliated with Rize Advisors, LLC who are registered, or are required to be registered, as Investment Advisor Representatives of Rize Advisors, LLC.

## **Item 2 - Material Changes**

We have updated services, fees, and compensation under Item 4, advisory business under Item 6, and client referrals and other compensation under Item 9.

## Item 3 - Table of Contents

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## **Wrap Fee Program**

Rize provides web-based investment advisory services to individuals. We currently provide our web-based services in programs that bundle or "wrap" services (investment advice, custody, etc.) together and charge a single fee.

Through this program, you will use our web-based software to create a goal-oriented, automated saving and/or investing plan and manage it within your financial parameters to meet your financial goals. We will serve as the investment advisor through our web-based program to provide guidance as to the allocation of your total savings to help you accomplish your specific financial goals. You will input information such as your age, income, and financial goals and objectives into the system via an interactive questionnaire. Based on the information you provide, the software will analyze your situation and provide you with a recommended saving and investment strategy available through our website. You may elect to use the recommended strategy, or you can customize, within certain limits, your savings strategy to better fit your needs as you determine.

As part of the investment advisory services, the software will:

- Assist you in setting financial goals and objectives
- Monitor and track your savings plan
- Update you on your progress towards your savings goals
- Advise you on strategies to increase your saving rate
- Build a savings profile for you
- Allow you to invest in select securities

You are obligated to enter any new information into the web-based application promptly when your financial situation, goals, objectives, personal circumstances, or needs change.

The funds in your account will be held in a separate account, in your name, at an independent custodian, and not with us. All accounts managed through the application are required to use Apex Clearing Corporation ("Apex") as the independent custodian. We will not have the authority to manage client accounts on a discretionary basis and cannot trade in your account. Funds in client accounts may be held in cash and/or select securities.

You will also receive our electronic Advisory Agreement detailing the services you will receive, fees you will be charged, and the conditions of the relationship.

## **Item 4 - Services, Fees and Compensation**

Rize Advisors, LLC (also referred to as "Rize", "Advisor", "us", "our", "we") is a Registered Investment Advisor ("Advisor") which offers this wrap fee program through an online software program available on our website to our advisory clients. We are registered through and regulated by the United States Securities and Exchange Commission.

### ***Fees and Compensation***

A wrap fee program allows you to pay a specified fee for financial planning services.

Rize customers who use only its savings functionality choose the fee that they pay each month for the use of Rize's services on a person-by-person basis. The maximum fee allowed is as follows: for accounts under \$5,000, the client may choose to pay a fixed fee of up to \$10 per month. For accounts of \$5,000 or more, the client may choose to pay a fee of up to 2.5% annually of the account balance. The chosen fixed fee will be charged monthly, in-advance, and will be billed within the first two weeks of the month for the previous month's services. You will authorize the custodian to directly debit fees from your account held at the custodian and to pay us.

Rize customers who use both its savings and investment functionalities pay a minimum monthly fee of \$2.00 per month plus an annual fee of 0.25% of their assets under management ("AUM") through Rize that are allocated to investment goals (i.e., assets allocated to savings-only goals are not included for purposes of this AUM fee) calculated and charged monthly in-advance (i.e.,  $0.25\%/12 \times \text{investment goal AUM}$ ).

Most Rize customers pay fees that are significantly less than the maximum allowed. We believe our wrap fee is reasonable considering the fees charged by other investment advisors offering similar services/programs. Our fees will not be based upon a share of capital gains or capital appreciation of the funds or any portion of your funds.

By participating in a wrap fee program, clients may end up paying more or less than they would through a non-wrap fee program where a lower advisory fee is charged, but where custodian and brokerage costs are passed directly through to the client by the executing broker. Clients could also create their own savings program, without the Advisor's web-based services. In that case, clients would not receive the services provided by the Advisor or its website which are designed, among other things, to provide guidance and assist in determining the allocation of your total savings toward separate savings and investment goals and create healthy saving habits for life.

## **Item 5 - Account Requirements and Types of Clients**

There are no minimum account size requirements.

The Advisor provides investment advisory services to individuals.

## **Item 6 - Portfolio Manager Selection**

### **Portfolio Managers**

We do not utilize outside portfolio managers.

## **Advisory Business**

Rize's sole advisory service is our automated, goal-oriented saving and investing program provided through our Wrap Fee Program. Please refer to Item 4 for all information pertaining to our advisory business. We do not tailor our services for individual client needs or allow clients to impose restrictions on investing.

## **Performance-Based Fees and Side-by-Side Management**

Rize does not charge any performance-based fees (these are fees based on a share of capital gains on or capital appreciation of the assets of a client). Rize does not perform side-by-side management.

## **Methods of Analysis, Investment Strategies and Risk of Loss**

### ***Methods of Analysis and Investment Strategies***

At Rize, our web-based software is designed to create and execute an automated saving and investing plan for clients with the dual objectives of (1) maximizing the amount of money that a client saves for their specific financial goals and (2) investing the savings for each financial goal on a passive basis according to an asset allocation that is matched to the time horizon for each goal.

As a Rize client, our web-based software will help you create a savings plan consisting of one or more specific financial goals, including saving for short-term goals like an emergency fund, a large purchase, or travel, as well as long-term goals like retirement. You can choose as many goals as you like and can customize each one individually. Setting specific goals will allow you to measure your progress against your savings plan, and seeing such progress provides positive reinforcement to continue saving more to meet your goals.

For each goal, you will choose how much you can commit to save each month, the target amount, and a target date by which to achieve the goal. Based on the time horizon for each goal, our software will recommend an asset allocation consisting of a combination of cash, bonds, and stocks, and you will have the option of accepting that recommendation or choosing a different asset allocation from a provided set of choices. You will also have the opportunity opt-in or opt-out of a set of Rize software features called Power Ups that are specifically designed to help you increase your savings rate over time and reach your goals faster (e.g. one Power Up called Accelerate automatically increases the amount that you save each month by 1%).

As part of creating your savings plan in our system, you will connect your checking account to the individual brokerage account that will be opened for you at our custodian partner, Apex Clearing Corp., and you will choose a saving schedule (e.g. weekly, every other week, monthly), and each month on your chosen dates our system will automatically transfer money from your connected checking account to your individual brokerage account at our custodian partner and will invest your savings according to the chosen asset allocation for each goal. You can also manually transfer money into and out of your account at any time.

At Rize we employ a passive management, asset-allocation based investment strategy, and our goal is to get you exposure to your chosen asset classes on a widely diversified basis while minimizing fees. The portion of the savings for each goal that is allocated to cash will earn interest at the interest rate currently listed on our website. The portion of the savings for each goal that is allocated to fixed income or equities will be invested in a basket of low-fee exchange traded funds (ETFs) that track indices for each asset class. Our recommended asset allocation for a given goal will depend on the time horizon for that goal. Our philosophy is that the longer the time horizon for a given goal, the more risk you can take with the savings for that goal in the name of achieving higher investment returns, with risk being measured by increased exposure to asset classes like equities that have historically shown both higher volatility and higher returns.

### ***Risk of Loss***

We cannot guarantee our analysis, methods, or recommendations will yield a return or cause you to meet your savings goals. The recommendations we make for you will not always be profitable nor can we guarantee any level of performance.

### **Voting Client Securities**

As a matter of firm policy and practice, we do not have any authority to and do not vote proxies on behalf of clients.

## **Item 7 - Client Information Provided to Portfolio Managers**

Advisor has access to all client information obtained by the Advisor with respect to the particular client accounts. In addition to the information provided via the interactive questionnaire, the Advisor, through a third-party service provider, will have access to and knowledge of the client's checking and savings accounts. The Adviser does not provide client information to any portfolio managers.

## **Item 8 - Client Contact with Portfolio Managers**

Clients may contact Rize Customer Service via email at [support@rizemoney.com](mailto:support@rizemoney.com) with respect to technical questions regarding the web-based software. Rize provides investment advice only through its web-based software.

## **Item 9 - Additional Information**

### **Disciplinary Information**

Registered Investment Advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of us or the integrity of our management.

We do not have any information to disclose concerning Rize or any of our Investment Advisor Representatives ("IARs"). We adhere to the highest ethical standards for all IARs and associates, and we strive to do what is in your best interest.

## **Other Financial Industry Activities and Affiliations**

Neither Rize nor any of its management persons are registered as a broker-dealer or registered as a representative of a broker-dealer, nor do any of them have any pending application to register. In addition, neither Rize nor its management persons are affiliated with any broker-dealer.

Neither Rize nor any of its management persons are registered as a commodity pool operator, futures commission merchant, or commodity trading advisor.

## **Other Financial Industry Affiliations**

The IARs of Rize do not currently participate in other business activities or have any outside financial industry affiliations at this time.

## **Code of Ethics, Participation or Interest in Client Accounts and Personal Trading**

### ***General Information***

We have adopted a Code of Ethics for all supervised persons of the firm describing its high standards of business conduct, and fiduciary duty to you, our client. The Code of Ethics includes provisions relating to the confidentiality of client information, a prohibition on insider trading, a prohibition of rumor-mongering, restrictions on the acceptance of significant gifts, the reporting of certain gifts and business entertainment items, and personal securities trading procedures. All of our supervised persons must acknowledge the terms of the Code of Ethics annually, or as amended. Clients and prospective clients may request a copy of the firm's Code of Ethics by contacting the Chief Compliance Officer at [support@rizemoney.com](mailto:support@rizemoney.com).

### ***Participation or Interest in Client Accounts***

Our website may recommend strategies to you that we use for our own accounts; however, Rize does not participate in or otherwise have an interest in client accounts.

### ***Personal Trading***

We have established the following restrictions in order to ensure our fiduciary responsibilities regarding insider trading are met:

No securities for our personal portfolio(s) shall be bought or sold where this decision is substantially derived, in whole or in part, from the Rize website or the role of IAR(s) of Rize, unless the information is also available to the investing public on reasonable inquiry. In no case, shall we put our own interests ahead of yours.



Rize has a personal securities transaction policy in place to monitor the personal securities transactions and securities holdings of "Access Persons." The policy requires that an Access Person of the firm provide the Chief Compliance Officer or his or her designee with a written report of the Access Person's current securities holdings within ten (10) days after becoming an Access Person. Additionally, each Access Person must provide the Chief Compliance Officer or his or her designee with a written report of the Access Person's current securities holdings at least once each twelve (12) month period thereafter on a date the Advisor selects; provided, however that at any time that the Advisor has only one Access Person, he or she shall not be required to submit any securities report described above.

### ***Conflicts of Interest***

We act in a fiduciary capacity. If a conflict of interest arises between you and us, we shall make every effort to resolve the conflict in your favor.

### ***Review of Accounts***

Rize provides all clients with continuous access via our online software to real-time reporting information about their account status and savings balances. Limited reviews of accounts are conducted through our software on a periodic basis, including providing automated alerts to customers in their accounts. Certain triggering events may cause more frequent reviews to take place. Generally, we will monitor for changes and shifts in the economy and changes to your financial situation. You are encouraged to update your account settings should there be a change in your financial objectives or circumstances.

### ***Reports***

Clients can access their account statements detailing their account information via both our website and the custodian's website.

## **Client Referrals and Other Compensation**

Rize does not receive any compensation for referring Clients to another advisor nor does Rize pay any compensation to another advisor if another advisor refers Clients to Rize.

### ***Client Referrals***

Rize operates a Client referral program. In this program, existing Clients of Rize can send an email or SMS link to a friend or share their link on their own social media site. This link will give the receiver \$5.00 for opening an account with Rize. New Clients must meet certain eligibility criteria and adhere to Rize's Terms of Use. Rize reserves the right to freeze or withhold referral funds within an account for up to 90 days. This offer is not available for non-US residents or employees of regulatory agencies. Rize will keep complete records of each Client who received the \$5.00 gift and their eligibility. Rize reserves the right to modify, extend or cancel this program at any time without notice, in Rize's sole discretion. In addition, the referring client may receive compensation for referring clients.

Rize also expects from time to time to run various promotional campaigns to attract Clients to open accounts in Rize. These promotions may include additional account services or products offered on a limited basis to select Clients, more favorable fee arrangements, and/or reduced or waived advisory fees for Clients.

Rize may also pay pre-determined fees to third-parties ("Marketing Affiliates") for driving new users to Rize, which may be in the form of so-called CPM, CPC or CPA arrangements (respectively, impressions, clicks or actions through other websites). Clients are not charged any fee or other costs for being referred to Rize by a current client, marketer or Affiliate.

## **Financial Information**

We do not solicit fees of more than \$1,200, per client, six months or more in advance. We are required to provide you with certain financial information or disclosures about our financial condition. Rize has no financial commitment that would impair its ability to meet any contractual and fiduciary commitments to you, the Client. Rize has not been the subject of any bankruptcy proceedings.