

Beacon Investment Advisory Services, Inc.
FORM CRS – CUSTOMER RELATIONSHIP SUMMARY

January 23, 2024

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| <p>Item 1. <u>Introduction</u></p> | <p>Beacon Investment Advisory Services, Inc ("Beacon Trust") is registered with the Securities and Exchange Commission (www.SEC.org) as an investment adviser. Brokerage and investment advisory services and fees differ, and it is important for you to understand these differences. Free and simple tools are available to research firms at SEC's IAPD and financial professionals at Investor.gov/CRS, which also provides educational materials about broker-dealers, investment adviser, and investing.</p> |
| <p>Item 2. <u>Relationships and Services</u></p> | <p>What investment services and advice can you provide me? We offer investment advisory services to retail investors to guide clients through the lifecycle of wealth creation, wealth management, and intergenerational wealth transfer. We provide financial planning, consulting, tax preparation, trust administration (through our affiliate Beacon Trust Company), asset management services, and Wrap Fee Programs to clients.</p> <p>Monitoring We monitor those portfolios as part of an ongoing process with regular account reviews. For those clients to whom we provide financial planning and/or consulting services, financial plan reviews are conducted on a client requested basis or as part of an account review if one has been opened. Our Wrap Fee Program accounts are formally reviewed at least annually, in addition to the regular contact with clients.</p> <p>Investment Authority We are considered to exercise investment discretion over a client's account if we can effect transactions for the client without first having to seek the client's consent.</p> <p>Limited Investment Offering We do not limit our advice to proprietary products, or a limited menu of products or types of investments.</p> <p>Account Minimums and Other Requirements As a condition for starting and maintaining a relationship, we generally impose a minimum portfolio size of \$500,000. We, at our sole discretion, may accept clients with smaller portfolios.</p> <p>Additional information about Beacon Trust services is available on Part 2 of our Form ADV, which is available here.</p> <p>Conversation Starters. Ask your financial professional—</p> <ul style="list-style-type: none">• 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? |
| <p>Item 3. <u>Fees, Costs, Conflicts, and Standard of Conduct</u></p> | <p>A. What fees will I pay? We offer services on a fee basis, which may include fixed fees, as well as fees based upon assets under management. We may charge a fixed fee for financial planning, consulting services, and tax preparation. These fees are negotiable, but generally range from \$5,000 to \$15,000 on a fixed fee basis, depending upon the level and scope of the services and the professional rendering the financial planning and/or the consulting services. We provide investment management services for an annual fee based upon a percentage of the market value of the assets being managed by us. Our annual fee does not cover certain fees and costs which MAY apply to the account. These additional costs could include among other things: other broker-dealer fees, mutual fund fees, markup & markdown, bid-ask spreads etc., margin interest, account activity fees and miscellaneous fees & costs, if applicable. We may, at our sole discretion, negotiate to charge a lesser fee with clients based upon certain criteria, such as anticipated future earning capacity, anticipated future additional assets, dollar amount of assets to be managed, related accounts(households), account composition, pre-existing/legacy client relationship, account retention and pro bono activities. For clients in the Wrap Fee Program fees range from 0.50% to 1.25%. Additional information about our firm's fees (including the wrap fee schedule) are available to view in Item 5 of Part 2 of Form ADV, available at https://adviserinfo.sec.gov/firm/summary/226547.</p> <p>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.</p> <p>Conversation Starter. Ask your financial professional—</p> |

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| | <ul style="list-style-type: none"> • 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? |
| Item 3. <u>Fees, Costs, Conflicts, and Standard of Conduct</u> | <p>B. 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?</p> <p><i>When we act as your investment adviser,</i> 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 to you. Here are some examples to help you understand what this means.</p> <ul style="list-style-type: none"> • Certain of our supervised persons accept compensation for the referral of a new client or account, and/or the sale of investment products including mutual funds sponsored by us. Such compensation includes a percentage of advisory fees, which could be the result of the sale of mutual funds, some of which may be sponsored by us. • Beacon Trust is owned by Beacon Trust Company. Beacon Trust Company is a full service wealth management firm. Beacon Trust Company provides customized wealth management planning and other services. There is a conflict of interest where Beacon Trust recommends the services of Beacon Trust Company to clients. Beacon Trust is owned by Provident Bank which provides a full suite of banking solutions to businesses and individuals. There is a conflict of interest where Beacon Trust recommends the services of Provident Bank to clients. • Schwab has agreed to pay for certain technology, research, marketing, and compliance consulting products and services on our behalf once the value of our clients' assets in accounts at Schwab reaches certain thresholds. The fact that we receive these benefits from Schwab is an incentive for us to recommend the use of Schwab rather than another custodian making such a decision based exclusively on your interest in receiving the best value in custody services and the most favorable execution of your transactions. <p>Conversation Starter. Ask your financial professional—</p> <ul style="list-style-type: none"> • How might your conflicts of interest affect me, and how will you address them? <p>More Additional information about conflicts of interest between Beacon Trust and its clients is available on Part 2 of our Form ADV, which is available here and as above. https://adviserinfo.sec.gov/firm/summary/226547</p> <p>How do you or your financial professionals make money? Our financial professionals receive a salary and may receive a discretionary bonus. Compensation is set with the intention of attracting and retaining highly qualified professionals. Compensation is based on a variety of factors, including the experience of the professional, the number, value and complexity of accounts under management, and client satisfaction and retention.</p> |
| Item 4. <u>Disciplinary History</u> | <p>Do you or your financial professionals have legal or disciplinary history? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>Visit Investor.gov/CRS for a free and simple search tool to research us and our financial professionals.</p> <p>Conversation Starter. Ask your financial professional—</p> <ul style="list-style-type: none"> • As a financial professional, do you have any disciplinary history? For what type of conduct? |
| Item 5. <u>Additional Information</u> | <p>Additional information about our services can be found here. If you have any questions about the contents of this brochure or would like to request a copy of this relationship summary, please contact your financial professional.</p> <p>Conversation Starter. Ask your financial professional—</p> <ul style="list-style-type: none"> • 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? |