

**Form ADV Part 3 – CRS (Customer Relationship Summary)  
January 2024**

**Introduction**

This form is intended to provide a summary of the business practices and services provided by Greenwood Family Advisors LLC (“Greenwood” or “Firm”). 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](http://www.investor.gov/CRS), which also provide educational material about investment advisers, broker-dealers, and investing. This document is a summary of the services and fees we offer to “retail” investors, which are natural persons who seek or receive services primarily for personal, family, or household purposes.

**What investment services and advice can you provide me?**

Greenwood is an investment adviser registered with the Securities and Exchange Commission (SEC). Registration of an investment advisor does not imply any specific level of skill or training. Our offerings are geared towards high-net-worth individuals, families, trusts, estates, foundations, and similar corporate structures. We offer non-discretionary portfolio management services to our clients and prospective clients. Non-discretionary accounts leave the ultimate decision regarding the purchase or sale of investments solely on the client. Investment activities focus on investments in various kinds of assets and securities in a variety of markets that is intended to fit within the client’s objectives and risk profile as described by each client. We provide ongoing portfolio management services based on individual goals, time horizons, and the risk tolerance of each client.

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

***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 generally pay additional fees related to having a bank or brokerage account at the custodian that holds your assets. These fees typically include custodial fees, brokerage commissions, transaction fees, fees charged by third party managers, and other transactional or product-level fees. All fees paid to Greenwood for investment advisory services are separate and distinct from the expenses charged by mutual funds to their shareholders and the product sponsor in the case of variable insurance products. These fees and expenses are described in each fund's prospectus. 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. For additional information about fees and costs, please refer to Item 5 of the Form ADV Part 2A Brochure, which is available online at <https://adviserinfo.sec.gov/>

***Questions to Ask Us:***

- *Help me understand how these fees and costs may 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?**

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When we act as your investment adviser, we have to act in your best interest and not put our interests 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 they mean. Greenwood and their family members may have accounts (“Employee Accounts”) that invest in the same securities that are recommended to clients. This could present inherent conflicts of interest, such as employees: 1) trading before clients (i.e., front-running), and/or 2) receiving a better allocation or price than clients. To address and mitigate potential conflicts of interests associated with personal trading, Greenwood has developed written policies and procedures to help ensure that Employee Accounts are not favored over other clients’ accounts. Additionally, we have an incentive to recommend adding assets to any account that we manage because this increases the asset-based fee clients pay us. We do not charge performance-based fees, offer proprietary products, engage in principal trading, receive third party payments, or have “soft dollar,” or revenue sharing arrangements. For a discussion of any actual or potential conflicts of interest involving these entities, please refer to our Form ADV, Part 2A Brochure Items 11, 12, and 14, which is available online at <https://adviserinfo.sec.gov/>.

#### ***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 salary and distributions, based on the revenue our Firm earns from our advisory services.

#### **Do you or your financial professionals have a legal or disciplinary history?**

No, our Firm and financial professionals do not have any legal or disciplinary history to disclose. Visit [www.Investor.gov/CRS](http://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](http://www.adviserinfo.sec.gov). You may also contact our Firm’s CCO Jennifer Aguerrebere at [Jennifer@gwfamilyadvisors.com](mailto:Jennifer@gwfamilyadvisors.com) with any questions or concerns and/or to request a copy of this relationship summary.

#### ***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?***

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**Form CRS Amendment Page**

Greenwood is required to update its Form CRS when information in the Form CRS becomes materially inaccurate.

Since our filing on June 29, 2023, the following changes were made to Greenwood's Form CRS:

- The Form CRS is being amended to more thoroughly conform to the SEC guidance template.
- We also provide additional clarification regarding our fees, conflicts of interest, and compensation arrangements.