



# alooola, LLC

## Client Relationship Summary - January 2024

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### Relationship Summary for Alooola, LLC

alooola, LLC is a registered Investment Advisor with the Securities and Exchange Commission. Investment advisory services and brokerage fees differ. It is important to understand the differences. Free and simple tools are available to research firms and financial professionals at [www.investor.gov](http://www.investor.gov) which also provides educational materials about investment advisers, broker-dealers, and investing.

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

alooola, LLC focuses on providing financial advice to a diverse and customarily under-served population of young professionals with low asset balances and with a long-term time horizon to retirement using a personalized and technologically-driven platform. alooola, LLC seeks to increase the long-term financial stability and wealth of its clients through a process that is supported by an advisory team and a technology platform originated by alooola, LLC. alooola, LLC is expected to appeal to a young professional, client base that has minimal investment assets and wishes to grow those assets to meet retirement and non-retirement goals through simple investment strategies. Other prospective clients may be attracted to the service for its fee schedule, its reliance on technology, or the remote advisory services offered to support the client.

### alooola, LLC Advisory Management Program

This program only provides the client the investment management services of the investment adviser for a fee based on the level of client assets in the managed accounts. This program does not include coverage for all security transaction costs, nor will there be a performance report generated. Such services can be added by our affiliated entities for additional costs.

Products and services are presented to prospective clients prior to account opening and ultimately it is the decision of the client which product and services best meet their financial objectives and goals. All alooola, LLC accounts are discretionary. Please see alooola's ADV at [www.alooola.com](http://www.alooola.com) and/or contact alooola's Chief Compliance Officer at 484-275-5525.

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| <b><i>Questions to ask us to start a conversation<sup>1</sup></i></b> | <ul style="list-style-type: none"><li>• <b><i>Given my financial situation, should I choose an investment advisory service? Why or why not?</i></b></li><li>• <b><i>How will you choose investments to recommend to me?</i></b></li><li>• <b><i>What is your relevant experience, including your licenses, education, and other qualifications? What do these qualifications mean?</i></b></li></ul> |
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### What Fees Will I Pay?

#### Fee Advisory Programs

All alooola clients participate in the alooola's tiered fee program. alooola's tiered fee program features asset management services for a fee based on the level of the client assets under management as outlined in the fee chart below. The tiered fee program includes asset management services provided by alooola, and securities transaction costs (ticket charges, transaction service fees) for the trades done under the



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program. There is an additional \$5 administrative fee charged at account initiation and then annually except for .

### alooola, LLC Fee Program

| Tier                      | AUM       | Annual Client Fee  |
|---------------------------|-----------|--|
|                           |           |  |
| Tier 1                    | <\$25,000 | 0.25% AUM plus admin fee of \$5 annually                                       |
| Tier 2                    | >\$25,000 | 0.50% of AUM plus admin fee of \$5 annually                                    |
| Tier 3*                   | NA        | Free for participant; no annual admin charge                                   |
| Tier 4**                  | NA        | Fees waived for limited term while in college; \$5 admin fee charged annually. |
| 401(k) Sponsor (Employer) | NA        | 0.1%-1% per annum  |

\*Tier 3 clients are 401k plan participants.

\*\* Tier 4 clients are low net worth clients enrolled full time in college.

For more information on fee structure please contact alooolas's Chief Compliance Officer at 484-275-5525.

***You will pay a tiered fee according to the table above. Fees will reduce client account balances as they are deducted. Please make sure you understand what fees and costs you are paying.***

***Questions to ask us to start a conversation***

- ***Help me understand how these fees and costs might affect my investments. If I give you \$1,000 to invest, how much will go to fees and costs, and how much will be left to invest 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 alooola, LLC act as your investment adviser***, we must act in your best interest and not put our own interest ahead of yours. At the same time, the way we make money can create 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.

Alooola, LLC is affiliated with Glen Eagle Wealth, LLC, ("GEW"), a FINRA registered broker-dealer and Glen Eagle Advisors, LLC ("GEA") an SEC-registered investment advisor. These affiliations may



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create conflicts of interest. You should understand and ask us about these conflicts because they can impact the services we provide.

Registered personnel of alooola, LLC, including senior management, compliance, back-office operations, and brokers, may also engage in the activities on behalf of GEW and GEA and such work may be provided at the expense of alooola, LLC. In addition, registered personnel of alooola, LLC may recommend services offered by GEW and GEA including insurance products and money market funds which may result in additional fees that could directly or indirectly benefit the recommending registered person. Clients of alooola, LLC have the option to become clients of GEW and/or GEA and vice versa. Available investment products and vehicles offered by both firms will be discussed with each client on an individual basis and recommendations will be made strictly with the client's personal and financial goals in mind. For an additional discussion of potential conflicts of interest please see alooola's Form ADV at [www.alooola.com](http://www.alooola.com) and/or contact Chief Compliance Officer at 84-275-7470.

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| <i>Questions to ask us to start a conversation</i> | <ul style="list-style-type: none"><li>• <i>How might your conflicts of interest affect me, and how will you address them?</i></li></ul> |
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### How do your financial professionals make money?

Each of our associated persons may receive, a salary and other regular annual compensation, an annual bonus, as determined by senior management or a percentage of fees earned in accounts they service, which could incentivize such advisor to sell as much as possible.

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| <i>Questions to ask us to start a conversation</i> | <ul style="list-style-type: none"><li>• <i>As a financial professional, do you have any disciplinary history and if so, for what type of conduct?</i></li></ul> |
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*You may find additional information about our investment advisory services and request a copy of this relationship summary at [info@alooola.com](mailto:info@alooola.com) or by calling 484-275-5525. Call 484-275-5525 to request up-to-date information about alooola, LLC.*

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

No. Visit [www.Investor.gov](http://www.Investor.gov) for a free and simple search tool to research us and your registered representative.

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| <i>Questions to ask us to start a conversation</i> | <ul style="list-style-type: none"><li>• <i>Who is my primary contact person? Is he or she a representative of an investment adviser or a broker-dealer?</i></li><li>• <i>Who can I talk to if I have concerns about how this person is treating me?</i></li></ul> |
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