

Amplified Advisors LLC (“Amplified Advisors”)
FORM CRS – CUSTOMER RELATIONSHIP SUMMARY
03/03/2024

Item 1. <u>Introduction</u>	<p>Amplified Advisors LLC (“Amplified Advisors”) is registered with the Securities and Exchange Commission (SEC) 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 and financial professionals at Investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.</p>
Item 2. <u>Relationships and Services</u>	<p>What investment services and advice can you provide me? We offer investment advisory services to retail investors, through an interactive, online matching platform that matches investors with third party advisers registered or chartered as fiduciaries with a regulatory body in the United States (“Adviser”). Our investment advisory services are limited to making referrals to other Advisers through our matching platform.</p> <p>Monitoring We do not manage any assets or provide monitoring or review of any investment accounts.</p> <p>Investment Authority We do not manage any assets. Therefore, we do not exercise any investment authority.</p> <p>Limited Investment Offering Our investment advisory services are limited to making referrals to other Advisers through our matching platform.</p> <p>Account Minimums and Other Requirements There is no fee or minimum level of wealth required to use our platform.</p> <p>Additional information about Amplified Advisors services including responses to the conversation starters are available on Part 2 of our Form ADV, which is available here.</p> <p>Conversation Starter. Questions to consider. Given my financial situation, should I choose an investment advisory service? Why or why not?</p> <ul style="list-style-type: none">• How will you choose Advisors to recommend to me?• What is the relevant experience of the Advisors that you recommend, including licenses, education and other qualifications?• What do these qualifications mean?
Item 3. <u>Fees, Costs, Conflicts, and Standard of Conduct</u>	<p>What fees will I pay? In consideration for our services and conducting of referral interactions, we will receive a referral fee from the Advisors who utilize our services and platform based on our Terms and Conditions agreement between Amplified Advisors and the Advisor. The referral fees are paid by the Advisors as a monthly retainer, whether or not Users engaging any Advisor become an active client. We do not charge any fees to Users to use our platform. Additional information about our firm’s fees are included in Item 5 of Part 2 of Form ADV, available here.</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. However, you will only</p>

	<p>pay fees to the Advisor that you hire to provide you with investment advice. You will not pay us any fees. Please make sure you understand what fees and costs you are paying.</p> <p>Conversation Starter. Questions to consider.</p> <ul style="list-style-type: none"> • Help me understand how these fees and costs might affect my investments. If I give an Advisor \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?
<p>Item 3. <u>Fees, Costs, Conflicts, and Standard of Conduct</u></p>	<p>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>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 to you. Here are some examples to help you understand what this means.</p> <ul style="list-style-type: none"> • Advisors may pay us different levels of monthly retainers based upon, among other factors, the amount of new client interactions they are looking to have. This creates a potential conflict of interest for us as we would have an incentive to refer clients to Advisors that pay higher levels of fees. <p>Conversation Starter. — Questions to consider.</p> <ul style="list-style-type: none"> • How might your conflicts of interest affect me, and how will you address them? <p>Additional information about Amplified Advisors conflicts of interest is available on Part 2 of our Form ADV, which is available here.</p> <p>How do your financial professionals make money?</p> <p>Our employees receive a salary and may receive incentive compensation for booking an appointment with a client directly to an Advisor's calendar. In addition, certain Amplified Advisors representatives receive incentive compensation for successfully adding and maintaining eligible Advisors on the Amplified Advisors Platform.</p>
<p>Item 4. <u>Disciplinary History</u></p>	<p>Do you or your financial professionals have legal or disciplinary history?</p> <p style="text-align: center;">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. Questions to consider.</p> <ul style="list-style-type: none"> • Do any of your financial professionals have any disciplinary history? For what type of conduct?
<p>Item 5. <u>Additional Information</u></p>	<p>Conversation Starter. Questions to consider.</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? <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 Joseph Riley at (725) 215-7867.</p>