

Investor Advisory Group, LLC

March 29, 2024

FORM CRS

Investor Advisory Group is registered with the Securities and Exchange Commission as an investment adviser and, as such, we provide advisory services rather than brokerage services. Brokerage and investment advisory services and fees differ and it is important for you, our client, to understand the differences. Additionally, free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, 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?

We offer Financial Planning and Portfolio Management Services to retail investors. Detailed information regarding our services, fees and other disclosures can be found in our Form ADV Part 2A Items 4, 7, and 8 by clicking this link <https://adviserinfo.sec.gov/firm/brochure/106837>

Account Monitoring: If you open an investment account with our firm, as part of our standard service we will monitor your investments on a quarterly basis.

Investment Authority: We do not provide discretionary management services. This means that we do NOT take any actions on your account (e.g. purchase investments, sell investments) without first contacting you to provide you with (1) information regarding our recommendation and (2) an opportunity to approve or disapprove of our recommendation.

Investment Offerings: We provide advice on various types of investments. Our services are not limited to a specific type of investment or product.

Account Minimums and Requirements: In general, we require a minimum account size of \$250,000 to open and maintain an advisory account, which may be waived in our discretion.

Key Questions to Ask Your Financial Professional

- **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?**

What fees will I pay?

The following summarizes the principal fees and costs associated with engaging our firm for investment advisory services. For detailed information, refer to our Form ADV Part 2A, Items 5 and 6 by clicking this link <https://adviserinfo.sec.gov/firm/brochure/106837>

- **Asset Based Fees** - Payable quarterly in advance. Since the fees we receive are asset-based (i.e. based on the value of your account), we have an incentive to increase your account value which creates a conflict especially for those accounts holding illiquid or hard-to-value assets;
- **Hourly and Fixed Fees** - Payable in arrears. Hourly and fixed fees are limited to specific, narrowly-defined situations and would be charged only after discussion and approval by you.

Examples of the most common fees and costs applicable to our clients are:

- Account maintenance fees (our asset based fees as described above);
- Fees within mutual funds and exchange-traded funds;
- Transaction charges when purchasing or selling securities.

Other uncommon fees which may or may not apply to your account include custodian fees (such as fees relative to margin accounts).

We encourage you to ask questions about fees and will do our best to help you develop a complete understanding of how the fees impact your account. We constantly monitor the fees within the mutual funds and exchange traded funds and will not recommend a particular fund if the fees are unreasonable compared to their peer group. We also monitor transaction

fees on the purchase and sale of mutual funds and exchange traded funds and make investment recommendations which avoid excessive transaction charges. By monitoring and maintaining at a competitive level (1) our fees, (2) the fees within a mutual fund or exchange traded fund and (3) the transaction fees, we help you keep more invested.

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.

Key Questions to Ask Your Financial Professional

- **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?**

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 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 you. Here are some examples to help you understand what this means.

- Because our revenue is derived from asset-based fees, we have an incentive to grow your account as much as possible and to avoid losses as much as possible. This could cause us to take overly aggressive positions or overly conservative positions in conflict with your interests in an attempt to grow your account or to prevent losses in your account.
- We address these potential conflicts of interest by (1) acting in your best interest, (2) determining your desired level of risk in your account and maintaining the level of risk to be consistent with your desired level, and (3) not taking any action on your account without first contacting you to provide information about our recommendation and to provide you with an opportunity to approve or disapprove of our recommendation.

Refer to our Form ADV Part 2A by clicking this link <https://adviserinfo.sec.gov/firm/brochure/106837> to help you understand what conflicts exist.

Key Questions to Ask Your Financial Professional

- **How might your conflicts of interest affect me, and how will you address them?**

How do your financial professionals make money?

The financial professionals servicing your account(s) are compensated based on the amount of client assets they service. See the discussion above on the potential conflicts of interest that could arise from our asset-based fees and how we address that potential with three specific actions.

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

No, our firm and our financial professionals currently do not have any legal or disciplinary history to disclose. Visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple research tool.

Key Questions to Ask Your Financial Professional

- **As a financial professional, do you have any disciplinary history? For what type of conduct?**

You can find additional information about your investment advisory services and request a copy of the relationship summary at 704-366-1120 or click the link provided <https://adviserinfo.sec.gov/firm/brochure/106837>.

Key Questions to Ask Your Financial Professional

- **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?**