

Millennium Advisory Services, Inc. (MAS)
FORM CRS – CUSTOMER RELATIONSHIP SUMMARY
March 15, 2024

Item 1. <u>Introduction</u>	Millennium Advisory Services, Inc. (MAS) 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.
Item 2. <u>Relationships and Services</u>	<p>What investment services and advice can you provide me?</p> <p>We offer investment advisory services to retail investors, including assessing the financial needs of each client through the completion of a guided data gathering process which provides a basis for a goals based financial plan. We also offer written comprehensive and segmented financial plans. MAS also offers a Cash Management Solution which utilizes short-term cash investments to clients with the need for greater liquidity who wish to achieve a greater potential yield on their holdings without exposing the assets to a larger degree of market risk. For this Solution we typically utilize a mix of fixed income securities and money market mutual funds. Additionally, we offer Education and Communication services to retirement plans and their participants.</p> <p>Monitoring</p> <p>Client portfolios are monitored on an ongoing basis by the MAS Trading Team. A more in-depth review may be triggered by a change in market conditions, significant contributions to or withdrawals from a client account, or a change in client objectives or circumstances. Rebalancing may occur after evaluating tax consequences, transaction costs, client goals and other circumstances. Client portfolios also receive more formal reviews upon request from the client. Clients are kept informed about their portfolio activity by receiving copies of all transaction confirmations and monthly/quarterly statements from the custodian.</p> <p>Investment Authority</p> <p>We generally retain full investment discretion and trade authorization once the initial asset allocation decision with a client has been completed. Clients delegate us discretionary authority through the Investment Management Agreement. The only limitations on the investment authority will be those limitations imposed in writing.</p> <p>Limited Investment Offering</p> <p>Our models are generally constructed using passive investments in index exchange traded funds (“ETFs”) and open-end mutual funds for each of the investment strategies. For certain clients, MAS may be restricted to a limited menu of investment options as determined by a client’s retirement plan.</p> <p>Account Minimums and Other Requirements</p> <p>We primarily provide customized investment advisory services to individuals, high-net-worth individuals, and qualified and non-qualified retirement plans. Generally, we require no minimum account value for clients.</p> <p>More information about MAS’s services is available on Part 2 of our Form ADV, which is available at https://adviserinfo.sec.gov/firm/summary/116057.</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?
Item 3. <u>Fees, Costs, Conflicts, and Standard of Conduct</u>	<p>A. What fees will I pay?</p> <p>We charge fees based on a percentage of assets under management. We do not charge any performance fees. All fees are negotiable at the sole discretion of our firm. More information about our firm’s fees are included in Item 5 of Part 2 of Form ADV, available at https://adviserinfo.sec.gov/firm/summary/116057.</p> <p>In addition to our investment management fee, clients will incur certain charges imposed by other third parties, such as custodial fees, transaction charges imposed by broker-dealers, surrender charges, and IRA and other Qualified Retirement Plan fees, and administration fees. Our management fee is also separate and distinct from the fees and expenses charged by mutual funds and ETFs that are purchased in client accounts.</p>

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	<p><u>Fee for Financial Planning Services</u> We charge a fee for financial planning services only at a rate of \$250 per hour, with a minimum charge of \$1,000 for a comprehensive plan.</p> <p><u>Fee for Education and Communication Services</u> We charge an annual fee for this service, which is unique and negotiated with each plan.</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> <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 must 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. Here is an example to help you understand what this means.</p> <ul style="list-style-type: none">○ We recommend that clients establish brokerage accounts with the Schwab Institutional division of Charles Schwab & Co., Inc. (Schwab), to maintain custody of clients' assets and to effect trades for their accounts. A conflict exists because Schwab provides us with access to its institutional trading and operations services, which are typically not available to Schwab retail investors, nor do they always benefit clients' accounts. <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>Additional information about conflicts of interest between our firm and its clients is available on Part 2 of our Form ADV, which is available at https://adviserinfo.sec.gov/firm/summary/116057.</p> <p>How do your financial professionals make money? Our financial professionals receive a salary and may receive quarterly and annual bonuses. Compensation is set with the intention of attracting and retaining highly qualified professionals. Compensation is based on a variety of factors, including the professional designations held and value of accounts under management.</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 at https://www.mas-edu.com/. If you have any questions about the contents of this brochure or would like to request a copy of this relationship summary, please contact us at 804-346-1040 or 877-435-2489 (Toll free).</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?