



Relationship Summary

Effective December 31, 2023

ETFidea, (referred to as “we,” “us,” “our,” or “ETFidea”) is registered with the U.S. Securities and Exchange Commission (“SEC”) as an investment adviser through which our financial professionals (“Professionals”) offer various investment advisory services. It’s important to understand that investment advisory services are different than brokerage services and the types of fees we charge for advisory services are different from what other firms charge, including our related entity Diversified Capital Management, LLC, for brokerage services. Our Professionals may, separately offer brokerage services through our affiliation with Cadaret

Grant & Co. our registered broker-dealer and Diversified Capital Management, LLC. This relationship summary explains the different investment advisory services ETFidea offers, how we charge for those services, and conflicts of interest exist when we provide our services. You can access free and simple tools to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/crs), which also provides educational materials about investment advisers, broker-dealers, and investing.

What investment services and advice can you provide me?

Professionals of ETFidea offer investment advisory services providing access to a range of investment products such as stocks, bonds, exchange-traded funds (“ETFs”), mutual funds, annuities, and alternative investments. Our services generally include our proprietary wrap program, but may also include mutual fund asset allocation programs, retirement plan consulting, financial planning and consulting services, advice for self-directed retirement accounts, and other custom advisory and consulting services. We typically monitor accounts, and specific investments within accounts, on an ongoing basis to align with your investment goals. However, we do not provide ongoing monitoring for limited-scope consulting or advisory relationships. Your account may have specific requirements such as account or investment minimums that vary depending upon the particular program you select. More detailed information about our advisory services can be found in our form ADV, available on request.

We offer discretionary investment advisory services. This means that you’ll grant us direction to buy and sell investments in your account without asking you in advance.

Most of ETFidea’s advisory programs are offered through our affiliation with Fidelity, which acts as the clearing firm and uses National Financial Services LLC as custodian for our advisory program accounts.

Questions to ask your 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?

We typically charge an ongoing quarterly fee (sometimes referred to as an asset-based fee) This fee is a percentage of the value of your account. You pay this fee even if you don’t buy or sell investments. The more assets you have in an asset-based fee account, the more you may pay us in fees, although due to our sliding fee scale this may not be the case. This creates an incentive to encourage you to increase the size of your account, including by transferring or rolling over assets from other accounts. We may also charge an hourly fee or fixed fee for services such as financial planning, retirement consulting and custom advisory services that are of limited duration or nature.

For wrap fee program accounts, you will pay a single asset-based fee for advisory services. This fee also covers most transaction costs and certain administrative and custodial fees. If you expect to trade infrequently or to pursue a “buy and hold” strategy, a wrap fee program may cost you more than paying for the program’s services separately.

The fee you pay to us is generally negotiated with your Professional directly, and is subject to our disclosed fee maximums.

Other Fees and Costs: For investments made outside of ETFidea, LLC, such as insurance or direct investments products through Cadaret Grant, or, if you choose to implement recommendations we make in financial planning, retirement consulting or custom advisory services, you generally incur transaction fees assessed by Cadaret Grant or other sponsors your investments. For more information on brokerage services and fees, please see Cadaret Grant’s Relationship Summary. If applicable to your account, you will be charged directly from your account for other fees in addition to our advisory fees described above, including: (1) account maintenance fees such as custody, trade confirmation processing, corporate actions, and transfer fees; (2) cash management fees such as cash sweep, checking, and wire fees; and (3) investment specific fees such as those for administration of alternative investments or for foreign securities. You will also incur fees and expenses charged by the particular investment product in which you are invested, including mutual funds, ETFs, and other pooled funds, in addition to brokerage commissions charged by the Cadaret Grant or your third party custodian and advisory fees charged by us. Certain of these fees are assessed as internal operating expenses that impact investment performance.

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. Detailed information on our advisory fees can be found in our Form ADV.

Questions to ask your 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

Third party and Revenue Sharing Payments: If our affiliates, Fidelity and Cadaret Grant, serve as custodian of your account, they receive compensation from third parties related to investments you make in certain products we recommend, including mutual funds, ETFs, annuities, alternative investments, and other investments. This compensation includes ongoing distribution charges (*i.e.*, 12b-1 fees), which an investment product charges you and then pays to them. They also receive fees from investment products and/or their sponsors for recordkeeping and other administrative services they provide in relation to your investments. In some accounts we offer, uninvested cash is automatically placed, or “sweeps” into interest bearing federally insured bank accounts, and our affiliates receive fees for your participation in these “cash sweep” programs from the banks sponsoring the programs. These fees are typically higher than the interest

you earn on the cash held in the bank accounts and are in addition to any fees you pay to us. This creates an incentive for us to recommend these sweep programs if you maintain a cash balance in your account.

Revenue sharing payments are another type of third -party compensation we receive from sponsors who participate in our marketing programs. These programs support product marketing to our marketing professionals and for education and training efforts, and facilitate communications between sponsors and Professionals. Finally, certain sponsors pay our affiliates to make their investment products available on our platform. Because they receive payments and/or benefits from these third parties, there is an inherent incentive for us to recommend or invest your assets in those investment products. Detailed information on our conflicts of interest can be found in our Form ADV, available on request

Questions to ask your Professional:

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

How do your financial professionals make money?

ETFidea pays professionals a percentage -based portion of the advisory fees he or she negotiates with you on our behalf. The percentage he or she receives is based on various factors including the particular program you select and total assets he or she services through ETFidea. Professionals also receive benefits in the form of service and product support.

Our Professionals may receive compensation from us in other ways, including waived or reduced costs and fees (e.g. for administrative services that we provide for your accounts, attending our conferences and events, and free or reduced-cost marketing materials.) These waived and reduced costs and fees create an incentive for advisors to associate with us instead of other financial firms,

Do your financial professionals have legal or disciplinary history?

None of our advisors have any disciplinary disclosures. You can access the legal and disciplinary histories our Professionals using a free and simple search tool at [Investor.gov/CRS](https://www.investor.gov/crs).

Questions to ask your professional:

As a financial professional, do you have any disciplinary history?

Additional Information

For more information, please request and review our Form ADV. **To request up-to-date information or a copy of this Relationship Summary, please call us at 315-472-6221.**

We are affiliated with other investment firms, including Cadaret Grant. You can request the Relationship Summary for Cadaret Grant. More information on our affiliations can be found in our form ADV.

We also encourage you to review the general information provided by the SEC regarding investing, choosing an investment professional, and related considerations, available by visiting [Investor.gov](https://www.investor.gov).

Questions to ask your 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?